OCTOBER 19, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

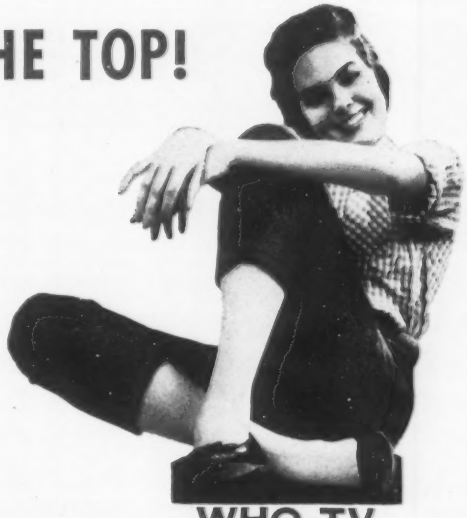
What the timebuyers think of spot announcement lengths Page 37

NBC Radio plans revisions in formula for networking Page 54

Broadcasters warned against provoking federal controls Page 58

Plight of radio-tv news: it's respectable but not equal Page 70

NO MORE ROOM AT THE TOP!



There's room for just *one station* at the top in any television market—and in Central Iowa that station is WHO-TV!

For example, in the NSI Report for 27 Iowa counties (July, 1959) WHO-TV delivers more homes in more quarter hours than any other station. ARB (see below) gives WHO-TV the No. 1 position in the metropolitan area, too.

Local programming is a true measure of WHO-TV's determination to stay on top. Selections from our large library of film packages*, featured each weekday along with regular news reports on Family Theatre (Noon-2 p.m.), The Early Show (4:30 p.m.-6:05 p.m.) and The Late Show (10:30 p.m. - Sign-Off), *deliver more homes in 190% more quarter hours than Stations 'B' and 'C' combined!*

WHO-TV's goal of *continuing leadership* is being met with the best in programming, personnel and public service. Ask your PGW Colonel for spots at the top in Central Iowa television on WHO-TV!

• • • • • • • • •

**WARNER BROTHERS "Feature" and "Vanguard" ★ MGM Groups 1 and 3 ★ NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ ABC's "Galaxy 20" and others.*

ARB SURVEY
METROPOLITAN DES MOINES AREA
(March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**233**	**227**	**50.0%**	**48.7%**
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines; **WOC-TV**, Davenport

WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

WHAT'S IN A NUMBER? By itself, a number may not have much meaning. But get a batch of them down on paper, and they begin to add up. The latest available ARB share-of-audience figures for MEDIC and IT'S A GREAT LIFE, for instance. They just go to show that, stripped or once-a-week, these Victory Program Sales properties can really do a job for you, wherever you are. Want another good number? Try Circle 7-8300 in New York. That's VPS.

MEDIC		IT'S A GREAT LIFE	
BALTIMORE (4TH RUN) WJZ-TV 1:00 PM, MON.-FRI.*	51%	35%	CHICAGO (5TH RUN) WNBQ 4:00 PM, MON.-FRI.*
BILLINGS (1ST RUN) KGHL-TV 9:00 PM, WED.*	58%	31%	DETROIT (5TH RUN) WWJ-TV 1:00 PM, MON.-FRI.
DETROIT (4TH RUN) WJBK-TV 7:00 PM, FRI.*	43%	36%	HUNTINGTON, W. VA. (2ND RUN) WSAZ-TV 10:30 PM, SUN.*
HONOLULU (2ND RUN) KONA-TV 7:30 PM, SUN.	37%	50%	HOUSTON (3RD RUN) KHOU-TV 9:00 AM, MON.-FRI.*
LAS VEGAS (2ND RUN) KLAS-TV 3:30 PM, MON.-FRI.*	60%	45%	KNOXVILLE (3RD RUN) WBIR-TV 1:00 PM, MON.-FRI.
MIAMI (4TH RUN) WTVJ 1:00 PM, MON.-FRI.*	50%	18%	LOS ANGELES (4TH RUN) KABC-TV 11:30 AM, MON.-FRI.
OMAHA (2ND RUN) KETV 4:00 PM, SUN.*	77%	33%	PHILADELPHIA (4TH RUN) WRCV-TV 1:00 PM, WED.
PHILADELPHIA (5TH RUN) WFIL-TV 10:30 AM, MON.-FRI.*	43%	36%	PITTSBURGH (3RD RUN) KDKA-TV 9:30 AM, MON.-FRI.
SAN FRANCISCO (4TH RUN) KRON-TV 7:30 PM, TUES.	35%	43%	SPOKANE (4TH RUN) KXLY-TV 12 NOON, MON., WED.*
TUCSON (2ND RUN) KVOA-TV 9:00 PM, THURS.*	43%	49%	WASHINGTON, D. C. (4TH RUN) WRC-TV 1:00 PM, MON.-FRI.*
WICHITA (4TH RUN) KARD-TV 10:15 PM, TUES.*	49%	61%	WICHITA FALLS (5TH RUN) KSTD-TV 4:00 PM, MON.-FRI.*

*Top rating and share in time period.

VICTORY PROGRAM SALES

a division of CALIFORNIA NATIONAL PRODUCTIONS, INC.

Canadian Representative: Fremantle of Canada, Ltd.

buy St. Louis à la card*
*KTVI RATE CARD...your lowest
cost per thousand TV buy in St. Louis
KTVI
CHANNEL 2 ST. LOUIS
abc
Represented
nationally by
BLAIR-TV

the BONUS buy . . .

The facts show that in the great Dallas - Fort Worth Market you get more counties, more TV Homes and greater circulation when you buy KRLD-TV coverage.

Ask a Branham man to show you the KRLD-TV "measured preference".

KRLD-TV

Represented Nationally by The Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Harris to Geneva • Oren Harris (D-Ark.), chairman of House Commerce Committee and acknowledged leader in communications-broadcast matters, plans to attend closing sessions of International Telecommunications Conference in Geneva this fall. His bill (HR 8426) to provide for creation of Frequency Allocation Board to handle all allocations, will be subject of congressional hearings next session and observation of Geneva proceedings would provide him with grasp of international problem at first hand. If extended tv quiz investigations do not interfere, Rep. Harris and Rep. Walter Rogers (D-Tex.), member of commerce committee, plan to leave for Geneva Nov. 19.

Firing line • Don't underestimate impact of blast against manner in which administrative agencies conduct their business, issued by former Civil Aeronautics Board Comr. Louis J. Hector last month. Hector document is being privately circulated among communications specialists in and out of government by congressional aides with requests for comments. It's too early yet to determine whether this means possible Hill activity which might lead to reorganization of FCC as well as other agencies, but there is strong sentiment on Capitol Hill to explore Hector charges.

Thrust of Hector philosophy is that independent regulatory agencies are incapable of doing job assigned to them because they attempt to handle too many details "better left to management discretion and the free play of competitive forces." His belief is that policy-making and administrative functions of regulatory agencies should be handled by Executive branch, adjudicatory functions by special courts and investigative and prosecution activities by Dept. of Justice.

Loretta deciding • Films of *The Loretta Young Show* on NBC-TV (it's now in its sixth season) may be placed in syndication. It's learned NBC-TV is discussing syndication with Miss Young and her production company (Toreto Films), but decision hasn't yet been reached. Toreto, in which Miss Young has interests, owns rights to series.

Full steam • Look for build-up in lobbying activities in Washington on behalf of American Society of Composers, Authors & Publishers. Paul Cunningham, who retired as ASCAP president last April, has planned schedule to include at least two days a week in Washington from now on. He's still on ASCAP executive staff as director of public affairs and retains membership on ASCAP's board.

Week of trouble • Eye-opening warnings of broadcasting's quiz troubles caught many delegates to NAB's first Fall Conference by surprise. Week's developments raised hope new Television Information Office under Louis Hausman can cope with destructive impact of recent headlines. Though parent Television Information Committee's broad policies were outlined, TIC's spokesmen said privately that much of TIO's work will be done without benefit of publicity or public-relations gimmicks.

Extensive work-sheet already has been compiled by TIC-TIO, which will quietly go about its job, though next month will involve fatiguing nationwide tour of NAB conferences to explain what image-improving project is all about. Present signs indicate networks, prime targets in quiz excitement, are solidly behind TIO.

Add 20's • At least one major agency (BBDO) is suggesting to spot tv advertisers during campaign planning that, if possible, they add 20-second version to minutes (assuming advertisers were planning to use minutes only). Obvious reason: Availabilities for minutes are scarce and 20's can be better accommodated in tight station schedules.

What next • Question on many broadcasters' lips as they recall that Harris Committee excitement deals mostly with discarded programs long off air is this: What needs to be cleaned up now? Self-examination process hasn't smoked out examples of clear fraud or rigging of programs since quiz fakery was smoked out, but questions of good taste and over-commercialism are still considered acute by Tv Code Board.

Occasionally the big question was asked around the conference hotel in Washington when delegates looked at the printed agenda: "Why isn't Oren Harris at this meeting?" In general, comments and questions about the quiz furore ranged from calm ("It'll blow over") to panicky ("The next Blue Book may be left-handed and pink"). "Where were our industry's thinkers?" a delegate asked. "Who let P.T. Barnum sneak in?" another wondered. Some more: "It's the natural result of the race for ratings" and "Why are we getting whipped for the sake of politicians' ambitions when all this is ancient history?"

Asked for chance • Startled broadcastcasters who heard Chairman Earl W. Kintner, of Federal Trade Commission, deliver velvet-hammer speech at Washington conference hadn't realized extent of chairman's wrath—he asked for chance to scold them. Originally chairman had turned down NAB's invitation to address conference. After testifying before Harris Committee Oct. 12, he phoned NAB and requested reinstatement on program.

Job shuffling at NBC • It's foregone conclusion that, among other side effects of NBC Radio's new network-plus-program-service type of operation (see pages 54, 32), there'll be a cutback in personnel. How much remains to be seen. But it's understood officials already are taking precautions to see that those who may be let out will get immediate reassignment within NBC insofar as possible and otherwise get first crack at openings that develop where their skills and backgrounds might fit.

Time to compare • When do agency decision makers begin to earnestly compare track records of their own and competing network tv programs? Among many major agencies preference is developing for four-week period following changeover to Standard Time for all of nation (Oct. 26 this year). Executives find that after traditional jump in set usage at that time there's better picture of rating trends, audience shares, etc.

Transistor booster • Tv boosters are still in never-never land of being unlicensed and therefore illegal but also on verge of being legitimatized through pressures from Congress and others. Notwithstanding this amorphous state, more and more boosters continue to begin operation, particularly in wide-open northwest areas of U.S., and equipment makers also continue to progress in their development of stable, long-running gear. Latest to come to attention of booster advocates is transistorized repeater which operates from two six-volt dry cell batteries for as long as one year without attention. Development comes from Mid-America Relay Systems Inc., Rapid City, S.D., and has been tested in Alaska. Announcement will be made formally in next month or two.

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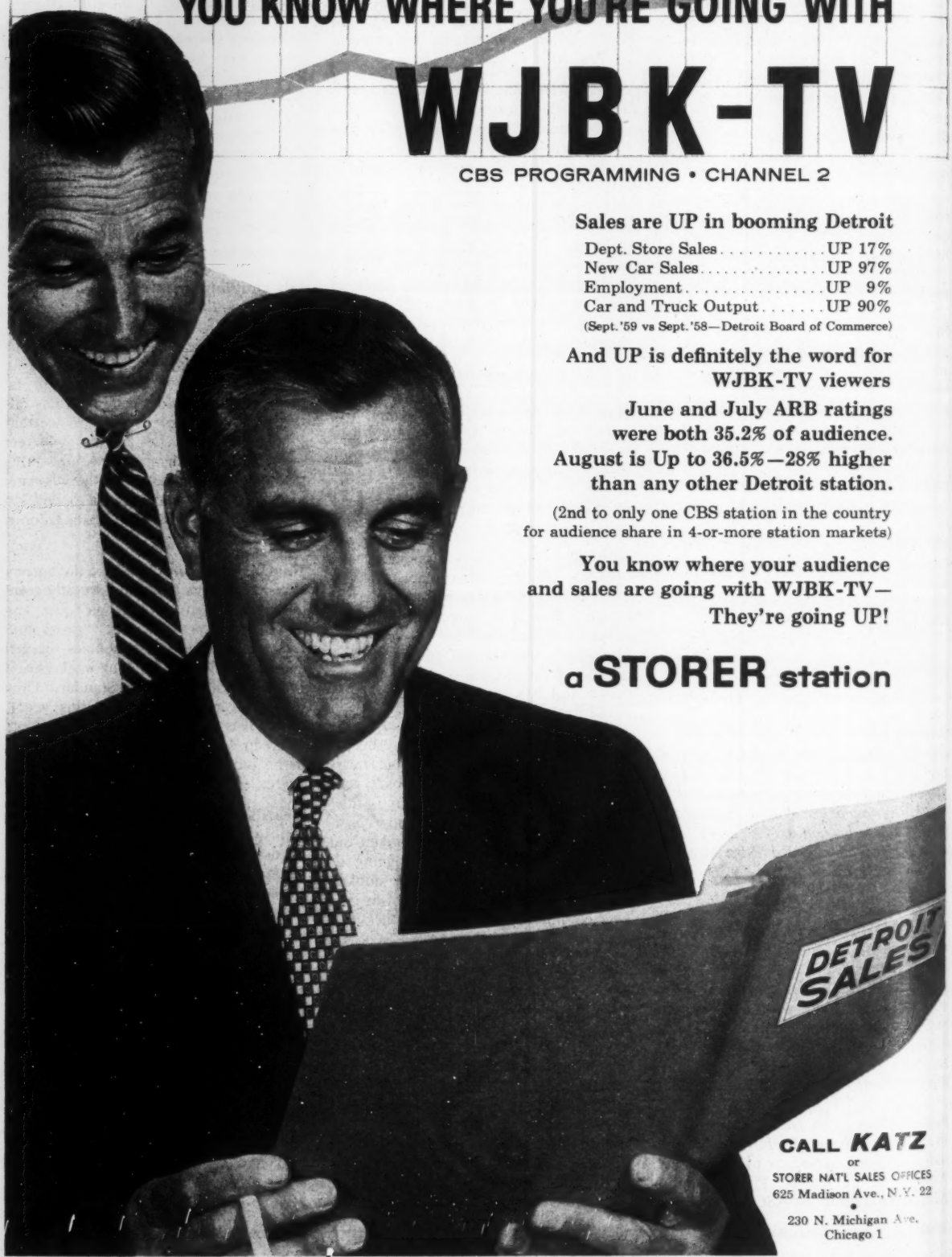
IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV

CBS PROGRAMMING • CHANNEL 2



Sales are UP in booming Detroit

Dept. Store Sales	UP 17%
New Car Sales	UP 97%
Employment	UP 9%
Car and Truck Output	UP 90%

(Sept. '59 vs Sept. '58—Detroit Board of Commerce)

And UP is definitely the word for WJBK-TV viewers

June and July ARB ratings were both 35.2% of audience. August is Up to 36.5%—28% higher than any other Detroit station.

(2nd to only one CBS station in the country for audience share in 4-or-more station markets)

You know where your audience and sales are going with WJBK-TV— They're going UP!

a STORER station

CALL KATZ
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

WEEK IN BRIEF

MR. MULLINS

Where's the rate card all can understand? • There is strong evidence advertisers may skip over buying time on certain stations because the buyer is reluctant to admit he stumbles trying to read the fine print in the footnotes of some ratecards—especially when deadlines are pressing. But L. D. Mullins, advertising manager, Burgermeister Brewing Co., San Francisco, isn't so reluctant about the subject. His views are expressed in this week's MONDAY MEMO. Page **27.**

What length commercials? • The people who place them report on their practices and views on tv spot-announcement usages in NBC Spot Sales' fifth timebuyer opinion panel study. Page **37.**

NBC Radio's new formula • It'll be essentially news, *Monitor* and special events, with entertainment programming available to stations on a fee basis in new NBC Program Service setup. Officials hit the road this week and next to explain it to affiliates and seek 100% clearances for reduced network-sales periods. Page **54.**

NAB's blunt warnings • First of Fall Conference series in Washington hears Chairman Kintner of Federal Trade Commission warn of government policing of broadcast programs unless practices are corrected. Broadcasters take stock of themselves and their troubles as self-policing campaigns are discussed. Page **58.**

New station rep firm on horizon? • There's talk that FCC decision cutting networks out of representation business for affiliates may lead to formation of one or two new station rep companies. Reaction to FCC order finds networks glum; station reps glad. Page **66.**

TvB's anti-print pitch • Bureau says the big numbers of men and women who view television top any comparative readership claims of magazines and of the country's daily newspapers in total. Page **68.**

Radio-tv news—respectable, but not equal • Broadcast news directors, meeting in New Orleans, are told how their profession and product have grown in stature. But there is discouragement over slow progress of equal access to the news, especially to the courts. FCC Chairman Doerfer cites pressures for program regulation; news directors sound alarm at Senate's new "watchdog" subcommittee. Page **70.**

More to come in tv quiz • House subcommittee to resume tv quiz hearings Nov. 2 with broadened inquiry to include $64,000 Question and Challenge. Charles Van Doren accepts service of subpoena, denies he sought to hide from investigators. Page **82.**

The other man behind Talent Assoc. • The business strings of an independent company that will gross $15 million a year by producing live drama in television are held by a former practicing attorney and ex-talent agent. A profile on Alfred Levy. Page **92.**

DEPARTMENTS

AT DEADLINE 31
BROADCAST ADVERTISING 37
BUSINESS BRIEFLY 52
CHANGING HANDS 56
CLOSED CIRCUIT 5
DATEBOOK 10
EDITORIAL PAGE 122
FANFARE 104
FATES & FORTUNES 98
FOR THE RECORD 108
GOVERNMENT 82
INTERNATIONAL 105
LEAD STORY 37
THE MEDIA 54
MONDAY MEMO 27
OPEN MIKE 20
OUR RESPECTS 121
PROGRAMMING 90
WEEK'S HEADLINERS 34

Things are buzzing in Michigan's rich Golden Triangle area! And only WILX-TV delivers the important metro areas of LANSING, JACKSON and BATTLE CREEK in one sweep . . . city-grade signal . . . studios at each point . . . dominant NBC service.

Mark these WILX-TV market facts:

- **11th largest population area (SRDS Consumer Market Data)**
- **12th largest in total retail sales (Sales Management)**
- **28th largest in TV homes (Television Age 100 Top Markets)**

Sell the big and busy Lansing market (now 69th nationally with 313,100 population) . . . plus Battle Creek, Jackson and the populous Central Michigan area . . . with WILX-TV's powerful coverage.

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac

TWO* can do it better!

HUGE, far-flung Los Angeles is no place for half-hearted sales efforts. You need the *double*-action advertising strength you get from CBS Owned channel 2. There's...

One: the volume of KNXT audiences. Year-after-year-after-year, KNXT continues its leadership in the seven-station Los Angeles market... with a 29% larger share of audience than the nearest competition (Nielsen, August '59). Add...

Two: the value of KNXT audiences. Channel 2 audiences are your *best* audiences, according to a monumental, first-of-its-kind depth study,† which proves there is a sharp difference in the "image" created by different television stations *and* that this image strongly affects viewers' attitudes toward commercials. When, for example, 600 Los Angeles viewers were asked their choice of the station "most likely" to carry advertising for a "progressive and research-minded company, eager to keep the public informed of new and improved products," *41% chose channel 2!* That's 32% more viewers than named the runner-up network station... and 156% more viewers than named all four non-network stations *combined!*

Obviously, cost-per-thousand is only half the picture. The other (equally vital) half is cost-per-thousand *what.* For complete coverage—the biggest audiences and the best audiences—advertise on the station that provides *both*... KNXT.

†*Conducted by the Institute for Motivational Research, in association with Market Planning Corp., an affiliate of McCann-Erickson. Findings available on request.*

CBS OWNED *KNXT 2 LOS ANGELES

REPRESENTED BY CBS TELEVISION SPOT SALES

Dick Schutte
Vice President
Robert E. Eastman
& Co., Inc.
Los Angeles Office

SCOREBOARD

Here's a sales tip to advertisers and agencies: integrate your advertising with the medium.

Be opportunists. Take advantage of situations which provide close association between your product and Spot Radio.

For instance—during the baseball season where do people get the scores? From the newspapers on the commuter train—No, sir. The people—the masses you sell to get their scores from radio, Spot Radio.

Leading radio stations throughout the country have created very attractive "Scoreboard Packages." Sponsorship makes sense for many products: cigars, shaving products, autos, just to mention a few.

Dick

P.S. To score in Los Angeles advertise on KLAC. Advertisers get amazing sales results from this great station.

robert e. eastman & co., inc.

representing major radio stations

WNEW •	WIL •	KLAC •	KJR •	KXL
KNEW •	WRIT •	CKLW •	WHBQ •	KXOL
KBOX •	WING •	WCOL •	KDEO •	WARM
KQEO •	WPTR •	WSBA •	WAAB •	WKLO
KLEO •	WEEP •	KTOK •	WSAV •	KSYD
	WAMS •	KXLR •	WZOK	

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda** includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 19—Regional MBS affiliates meeting, Sheraton-Dallas Hotel, Dallas.

Oct. 19-22—**RCA** television studio equipment seminar, including tape recorder, color tv, transistorized switching, cameras, new projectors. RCA Bldg. 2-1, Camden, N. J.

Oct. 21—**Connecticut Assn. of AP Broadcasters** annual fall meeting, Waverly Inn, Cheshire.

Oct. 21—**The Pulse Inc.** 18th annual "Man of the Year" luncheon, Grand Ballroom, Plaza Hotel, New York. Honored this year: Arthur Godfrey, CBS personality.

Oct. 22-23—**American Marketing Assn.** (Minnesota chapter) seventh biannual Management Institute, Hotel Leamington, Minneapolis. Charles H. Brower, president, BBDO, will present outlook in advertising. L. D. Barney, president, Hoffman La-Roche Inc., will cover pharmaceutical industry.

Oct. 22-23—**Kentucky Broadcasters Assn.**, fall meeting, Phoenix Hotel, Lexington.

Oct. 23—**Maryland-D.C. Assn. of Broadcasters**, Country Club, Baltimore.

Oct. 23-24—**Wisconsin Broadcasters Assn.**, annual fall meeting, Madison, Wis. FCC Comr. Robert E. Lee will be featured speaker. New officers to be elected, including post of president, now held by Mig Figi, WAUX Waukesha.

Oct. 23-25—Midwest conference, **Women's Adv. Clubs**, Milwaukee.

Oct. 24—**AP Radio & Tv Assn. of Wisconsin**, Madison.

***Oct. 24**—**UPI Broadcasters of Connecticut** fall meet, WNHC-AM-TV New Haven.

Oct. 24-26—**National Educational Tv & Radio Center**, annual meeting of etv station managers, 10 Columbus Circle, New York.

***Oct. 26-29**-**Australian Assn. of Advertising Agencies** annual meet, Broadbeach, Queensland. Frederic R. Gamble, American Assn. of Advertising Agencies president, will speak.

Oct. 27-30—**National Assn. of Educational Broadcasters**, annual convention, Hotel Sheraton-Cadillac, Detroit.

Oct. 28—**Radio & Television Executives Society** luncheon. Rep. Chester Bowles (D-Conn.) and Sig Mickelson, president, CBS News Div., speak on "Broadcasting and Politics." Grand Ballroom, Roosevelt Hotel, N.Y.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers**, Shoreham Hotel, Washington.

Oct. 29-31—**New Jersey Broadcasters Assn.**, fall meeting, Nassau Inn, Princeton.

Oct. 30—**Minnesota Broadcasters Assn.**, Hotel Radisson, Minneapolis.

Oct. 30-31—**Missouri Broadcasters Assn.**, Muehlebach Hotel, Kansas City. Gov. James T. Blair is luncheon speaker on 30th. Board of directors meet evening of Oct. 29.

***Oct. 31**—**Florida UPI Broadcasters Assn.** Cape Canaveral tour, Cocoa Beach. Delegates will have guided tour of missile-testing center. U. S. Air Force will give special briefings for group at Patrick AF Base followed by inspection of launching sites.

Oct. 31-Nov. 1—**Kansas AP Radio Assn.** annual meeting, Fort Riley, Kan.

NOVEMBER

Nov. 1—**Annual Edward Petry & Co.** promotional seminar, for promotion, research and merchandising executives of Petry-represented radio and tv stations. Starts 3 p.m. Petry Suite in Warwick Hotel, Philadelphia (in conjunction with Broadcasters Promotion Assn. convention).

***Nov. 2**—**Tv quiz hearing** continuation by House Legislative Oversight Subcommittee, Old House Office Bldg.'s Caucus Rm., Washington.

Nov. 2-3—**Canadian Board of Broadcast Governors** holds public hearings on new broadcasting regulations. Board of Transport, Ottawa.

Nov. 2-4—**Broadcasters Promotion Assn.** convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, **Tv Guide**. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 2-6—**National Sales Executives-International** Chicago Field Sales Management Institute, Pick-Congress Hotel there.

***Nov. 4**—Subcommittee B of **California Assembly** Interim Committee on Public Utilities & Corporations will hold hearing on HR 358 on pay tv in Rm. 709, State Bldg., Los Angeles. Rex M. Cunningham (D-Ventura) is committee chairman.

***Nov 4-5**—**American Assn. of Advertising Agencies** eastern annual conference, Hotel Biltmore, New York. Creative meeting Wednesday (Nov. 4) at Museum of Modern Art there.

***Nov. 5**—**Southern California Broadcasters Assn.** "whingding" outing at Inglewood Country Club.

Nov. 5—**WSB Atlanta-Henry W. Grady School of Journalism** (U. of Georgia) first annual news broadcasting conference, WSB's White Columns studios, 8:45 a.m.-3:30 p.m.

***Nov. 7**—**Nebraska UPI Broadcasters**, Sheraton-Fontenelle Hotel, Omaha.

Nov. 8—**New York State AP Broadcasters Assn.** annual meet, Sheraton-Ten Eyck Hotel, Albany.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters**, Texas Hotel, Fort Worth.

Nov. 8-11—Annual fall meeting, **Assn. of National Advertisers**, The Homestead, Hot Springs, Va.

Nov. 9—**Assn. of Broadcast Executives of Texas**, Western Hills Inn, Dallas-Fort Worth. Guest speaker: Harold E. Fellows, president, NAB.

Nov. 9—**Arizona Broadcasters Assn.** annual meet, Valley Hotel, Scottsdale.

Nov. 9—**UPI Broadcasters of Georgia** organizational meet, Riviera Motel, Atlanta.

Nov. 9-10—**Institute of Radio Engineers**, radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

Nov. 10—**Radio & Television Executives Society** begins its 1959-60 timebuying & selling seminar. Seminar consists of weekly luncheons at Hawaiian Room in Lexington Hotel, New York. Registration fee is $10, luncheon price is $3.50 for registrants, $4.50 for non-registrants.

***Nov. 10**—**Assn. of Maximum Service Telecasters** special board of directors meeting, Mayflower Hotel, Washington, D. C.

Nov. 11-13—**NBC radio-tv affiliates**, Plaza Hotel, New York.

Nov. 11-14—**Sigma Delta Chi** (professional journalistic fraternity) 50th anniversary convention, Indianapolis. Guest speaker: Vice President Richard M. Nixon.

Nov. 13—**Colorado Broadcasters & Telecasters Assn.**, Brown Palace, Denver.

***Nov. 13-14**—**Country Music Disc Jockey Festival** (eighth event sponsored by WSM Nashville), Andrew Jackson Hotel there. Dr. Spencer Thornton, who has appeared on **Jack Paar Show** and **NBC's Monitor**, will speak.

Nov. 15-21—**National Television Week**, sponsored by NAB and Television Bureau of Advertis-

Don Juan made things happen in Spain . . . and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only station in Philadelphia broadcasting Signal 95—on-the-spot tape recordings of traffic violators by police officers who are wired for sound! The actual conversations..the excuses..the arguments! In Public Interest . . and in Sales . . WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by **GILL–PERNA**
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

CONSOLIDATED SUN RAY STATIONS
WPEN, *Philadelphia* . . . **WSAI,** *Cincinnati* . . . **WALT,** *Tampa*

JOHNNY

STARRING ACADEMY AWARD WINNER

EDMOND

MIDNIGHT

TENSE . . . TERSE . . . TERRIFIC

39 ALL NEW FIRST RUN HALF HOURS AT A DRAMATIC NEW TEMPO . . .

Here's mystery at midnight, action and adventure at the crossroads of the world! With TIMES SQUARE and the intriguing backstage world of BROADWAY as the setting, famed producer Jack Chertok exploits a unique concept of actor-turned-detective to give this newest of thrillers an incomparable twist. The actor — ACADEMY AWARD WINNER EDMOND O'BRIEN . . . in a series that is already the talk of TV. Better see it!

PRE-SOLD IN 26 MARKETS, 19 STATES, TO BALLANTINE BEER (VIA WM. ESTY AGENCY)

Now available for local and regional sponsors

Produced by **JACK CHERTOK**

mca
TV FILM SYNDICATION

O'BRIEN

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!

YOU'RE MISSING 40% OF THE MEMPHIS MARKET . . . IF YOU'RE NOT ON WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

WDIA reaches one-and-a-quarter million Negroes. They have totaled earnings of $616,294,100 per year. And 80% of their income is spent on consumer goods!

And, before the Memphis Negro buys, he listens—to WDIA! That's why, no matter what your budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA. **Otherwise, you're literally missing 40% of the Memphis Market!**

Write today for facts and figures

Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr. Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman . . . "Big Bill" Hill

IN OAKLAND, IT'S

KDIA

The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC. — TIME SALES

ing. Theme: "Television—In Focus With Modern America."

Nov. 15-22—American Society of Association Executives 40th annual meet, Boca Raton, Fla. George Romney, president of American Motors Corp., Detroit, will be named "Association Man of the Year."

Nov. 17—Academy of Television Arts & Sciences at New York, forum on international tv, Young Men's-Young Women's Hebrew Assn., Lexington Ave. at 92nd St.

Nov. 17—California Broadcasters Assn., Ambassador Hotel, Los Angeles.

Nov. 18—Washington State Assn. of Broadcasters and Oregon Assn. of Broadcasters joint meet, Olympic Hotel, Seattle.

Nov. 18—East Central Region annual meeting, **American Assn. of Advertising Agencies**, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18—Maine Radio & Television Broadcasters Assn., Portland. Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Nov. 19—Tennessee AP Radio Assn. fall meeting, Andrew Jackson Hotel, Nashville. In conjunction with Tennessee Assn. of Broadcasters.

Nov. 19-20—Institute of Radio Engineers Professional Group on Nuclear Science, Sixth Annual Meeting, with special emphasis on nuclear science and space exploration, electronics for plasma production and diagnostics, research instrumentation for high energy nuclear science, nuclear reactor instrumentation and control and automatic systems for nuclear data processing. Boston, Mass.

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

Nov. 20—Comments due in FCC proposed rule-making (Docket 6741) to duplicate **Class 1-A clear channels** in various sections of the U. S.

Nov. 23-25—Women's Advertising Clubs' mid-western intercity conference, Oakton Manor, Pewaukee, Wis.

Nov. 25—Radio & Television Executives Society luncheon. Robert Saudek of Saudek Assoc.; John P. Cunningham, board chairman, Cunningham & Walsh, and John F. White, president, National Education Tv & Radio Center take part in symposium on educational tv. Grand Ballroom, Roosevelt Hotel, N.Y.

Nov. 29-Dec. 1—First annual communications forum for broadcasters, **Pennsylvania State U.** Speakers in "Broadcasting: The Challenge of Responsibility" forum include Robert D. Swezey, Sig Mickelson, news-public affairs vice president, CBS; Edward Stanley, public affairs director, NBC; Ralph Renick, president, Radio-Television News Directors Assn. and news vice president, WTVJ (TV) Miami, Fla.; Dr. Charles Seipmann, communications education professor, New York U.

Nov. 30—Academy of Television Arts & Sciences at New York, forum on music for television, NBC.

Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

DECEMBER

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

Dec. 11—Comments due to the FCC on **stereophonic multiplexing** rules as part of FCC's Inquiry into possible wider use for fm subsidiary communications authorizations.

JANUARY 1960

*Jan. 6-9—**High Fidelity Music Show**, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York.

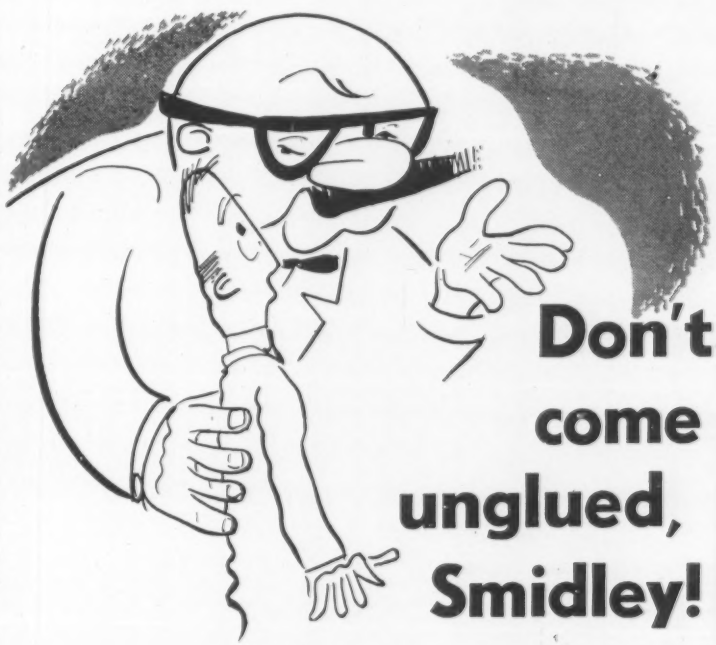
Jan. 19—Ninth annual **Sylvania** awards, Hotel Plaza, N. Y.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

*Jan. 26-28—**Georgia Radio & Tv Institute**, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism.

Jan. 27—Advertising Research Workshop, Assn.

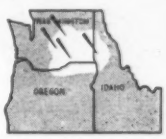


Don't come unglued, Smidley!

Other timebuyers must have your problem. You've just got to look at this Cascade market a little differently. Sure, it takes a four-station network to do it, but the Cascade's market has more population than Kansas City or Denver. More retail sales than Salt Lake City or Worcester. And don't forget this, Smidley, it's like a giant single station buy. Cascade is the only television serving the whole area.

CBS

NBC



CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. **KEPR-TV** PASCO, RICHLAND, KENNEWICK, WASH

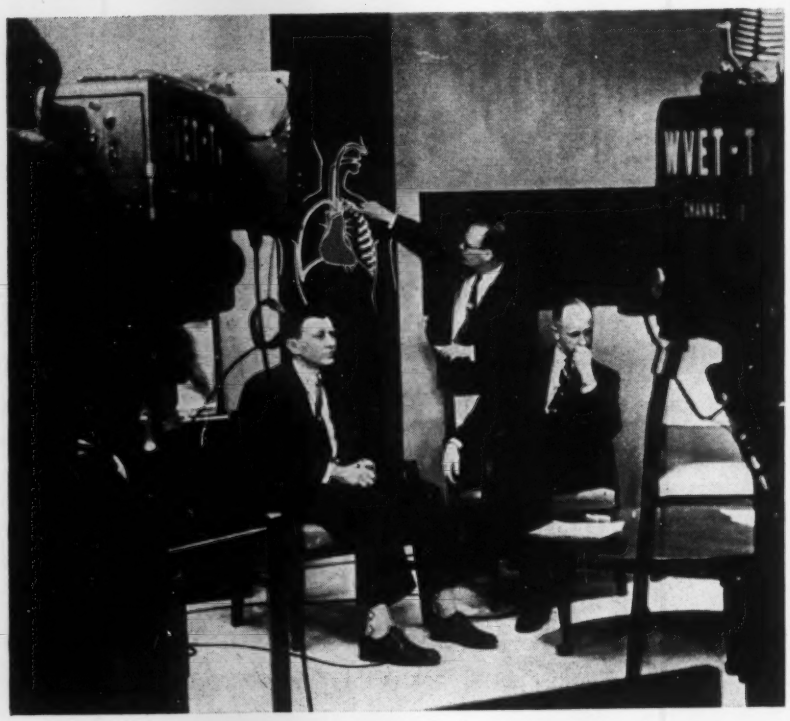
KBAS-TV EPHRATA, MOSES LAKE, WASH. **KLEW-TV** LEWISTON, IDA.

For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

We Are PROUD To Present



"HOUSE CALL"

Yes, We Are Proud To Present Not Only Those Shows That Attract The Largest Audience, But Also Those That Serve The More Serious Needs Of Our Viewers!

Now presented for the fifth year under the auspices of the Monroe County Medical Society and the Rochester Academy of Medicine, "House Call" is probably the Nation's only TV show produced, performed and controlled by physicians. To quote from TV GUIDE: "In Rochester, N. Y., the doctor is no farther away than the television set—via 'House Call'."

We have the very good feeling that programs such as this make WVET-TV a truly helpful servant to the community in which we live—a proud justification for our existence!

WVET-TV

BASIC CBS

Channel 10, Rochester, N.Y.

of National Advertisers, Hotel Sheraton-East, New York.

*Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

*Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prize-winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

*Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teen-agers, CBS Studio 52.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

*Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters association will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

*March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

*March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 16-18—Electronic Industries Assn., spring conference, Statler Hilton, Washington.

APRIL 1960

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

*April 6—Academy of Television Arts & Sciences, forum on New York station operations, ABC.

*April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

*April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel there.

*April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York.

MAY 1960

*May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

*May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

JUNE 1960

*June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse.

*June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

NAB FALL CONFERENCES

Oct. 19-20—Sheraton-Towers Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

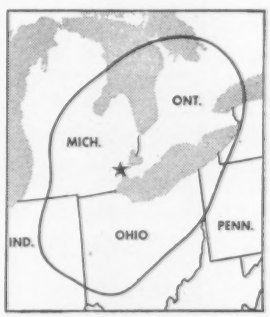
S. R. O. IN THE MAIL ROOM

We're snowed with fan mail . . . and we love it! We knew we had a good thing when complete-range programming was in the planning stages, but—frankly—we didn't anticipate the astounding results we got (and are still getting). Thousands of unsolicited letters from five states and Canada! Articles in national and local publications! Phone calls and telegrams! One man said, "It is a pleasure to be able to turn to a spot on the radio dial where honesty and integrity of purpose are the criteria for intelligent, mature programming." How about that!

All of this response, and complete-range programming has been in effect only a few months. It's like the pleasure of having a new baby —then finding the baby can walk and talk its first day home.

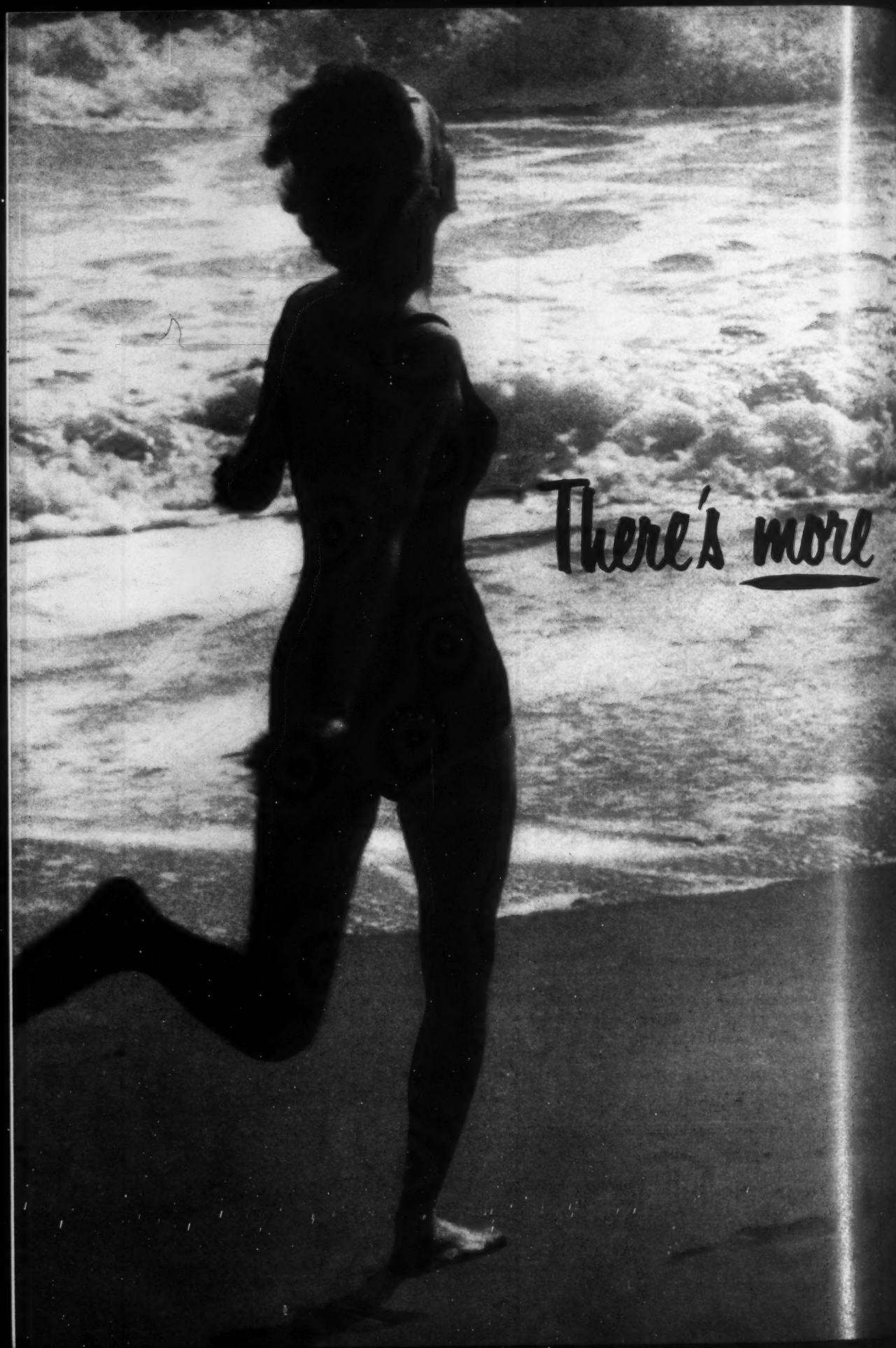
The credit goes to the 134 people of WJR's staff. They've put together an assortment of good listening that offers something special for everyone who tunes in. They write the shows, produce the shows, star in the shows. It's 100% WJR.

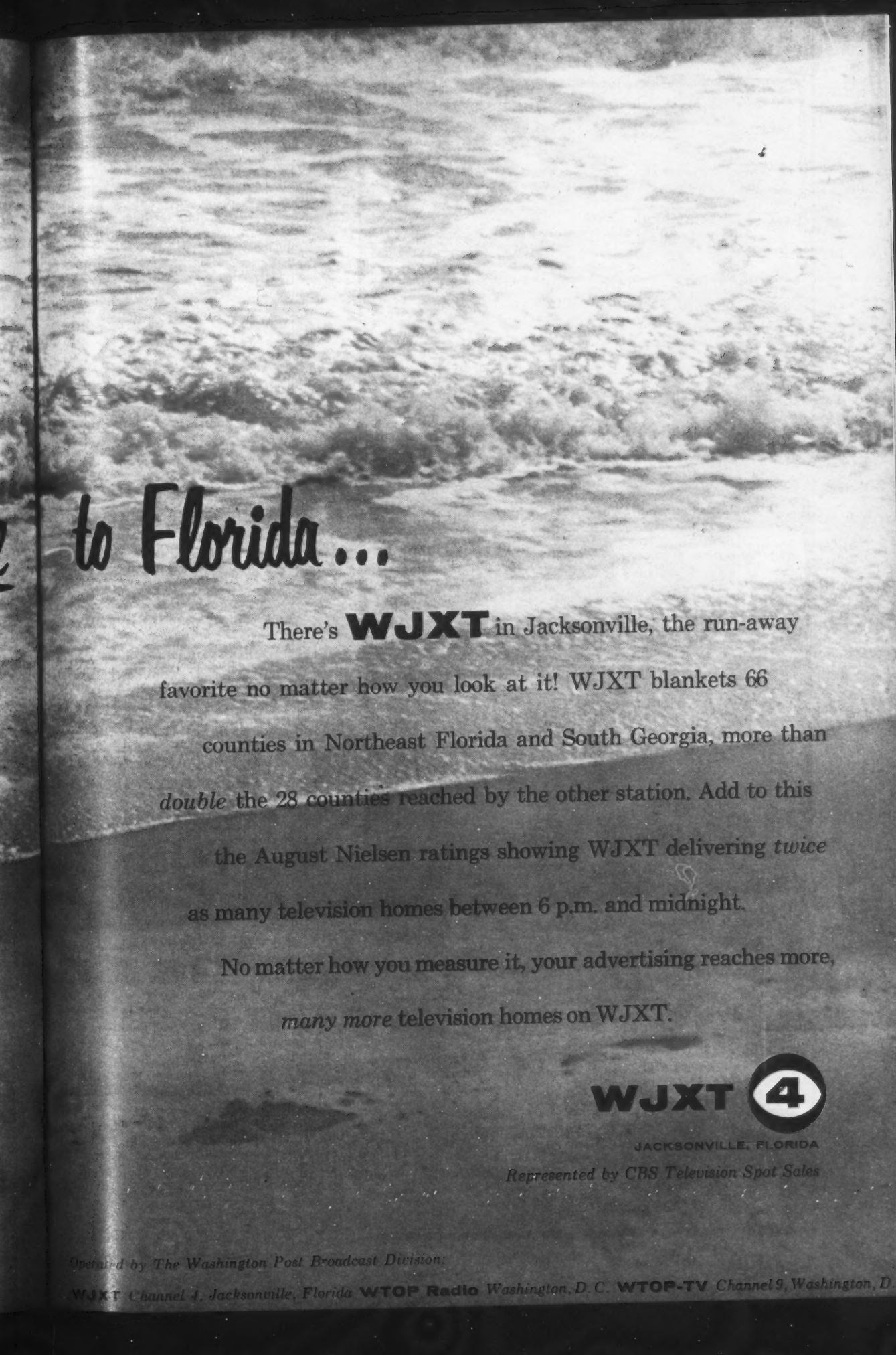
To enjoy the results of *live* radio—radio that lives and breathes and pleases and sells 17,000,000 people in the Great Lakes area, just get in touch with the Henry I. Christal man and join the fine company of advertisers on WJR.



WJR's primary coverage area
—over 17,000,000 people

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL


There's more


to Florida...
There's WJXT in Jacksonville, the run-away favorite no matter how you look at it! WJXT blankets 66 counties in Northeast Florida and South Georgia, more than *double* the 28 counties reached by the other station. Add to this the August Nielsen ratings showing WJXT delivering *twice* as many television homes between 6 p.m. and midnight.
No matter how you measure it, your advertising reaches more, *many more* television homes on WJXT.
WJXT 4
JACKSONVILLE, FLORIDA
Represented by CBS Television Spot Sales
Operated by The Washington Post Broadcast Division:
WJXT *Channel 4, Jacksonville, Florida* WTOP Radio *Washington, D. C.* WTOP-TV *Channel 9, Washington, D. C.*

Picture Q*

*What's your WOODquotient?

How many national consumer advertisers are located in greater WOODland?
60 90 120
(According to "Standard Advertising Register" — 1959, there are 120 . . . and only 10% of them are furniture.)

WOOD-AM is the only local station airing daily reports direct from City Hall. On the average how many remote reports per week?
5 10 15
(15, including on-the-spot comments from city jailers)

WOODland is salesland! It ranks 42nd in drug sales, 58th in retail sales, 62nd in food sales, compared to a population ranking of: 60th 65th 69th
(Grand Rapids jolts, in the heart of WOODland, rank 65th in population . . . but consume a lot more)

WOOD-AM holds listeners throughout the day. For instance, WOOD's total evening (6 PM-Midnight) audience is greater than the second station's morning (6 AM-Noon) audience by 26% 38% 49%
(WOOD's total evening audience is 49% greater than the second station's morning audience)*

How to rate your WOODquotient:

0 right — Never met a Katz man, eh?
1-2 right — Well, not all talent's going to waste
3 right — Ah, a knowledgeable media man!
4 right — You a friend of Mike Lareau?

*WOOD-AM is first—morning, noon, night, Monday through Sunday March '59 Pulse Grand Rapids—5 county area

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

OPEN MIKE

Yearbook wins warm welcome

EDITOR:

The new BROADCASTING Yearbook arrived this morning and it was like having a new staff member on a dollar-a-year basis. This is without doubt the most valuable publication in our office.

Congratulations on an issue which even tops last year's excellent compilation.

Please send us an extra copy and bill us.

Liz Vosberg, Mgr.
Philadelphia Office
Paul Locke Adv.

[EDITOR'S NOTE: Copies of the new 1959 Yearbook issue are available at $4 per copy.]

EDITOR:

Congratulations on another very fine BROADCASTING Yearbook . . .

Harry R. Lipson
Vice President and Managing Director
WJBK Detroit

Who's being pinched?

EDITOR:

I was delighted that my comments stirred your editorial writer to reply in your Oct. 5 issue of BROADCASTING.

It seemed almost conceivable that the shoe might have pinched a bit.

Milton Caniff
New City
Rockland County, N.Y.

[EDITOR'S NOTE: The editorial replied to Mr. Caniff's view before the Advertising Research Foundation's annual conference that people watch tv chiefly to be entertained, but prefer the newspaper when they want to be enlightened.]

Limiting station population

EDITOR:

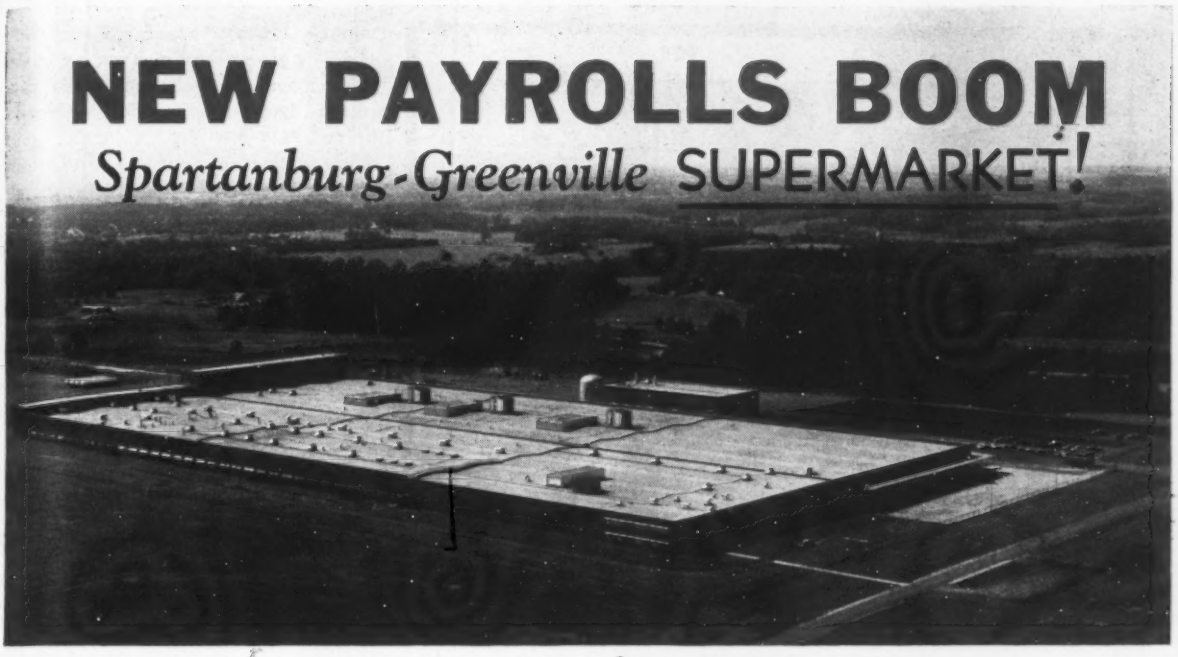
. . . in BROADCASTING's October 5 editorial, "The Short View," I am quoted as "speaking publicly for legislation to limit radio competition." . . .

It is all well and good to say that the rigors of free competition ultimately will eliminate some of the stations. Not necessarily—there are always means by which a radio station can be operated for next to nothing, performing little or no public service, selling countless announcements for 25c or less and finally prostituting the price (and stature) of radio in its market to a point where bona fide operators are forced by economic law to curtail their best services to the public.

While all this is happening, program abuses will grow in those unfortunate

NEW PAYROLLS BOOM

Spartanburg-Greenville SUPERMARKET!



NEW $10,000,000 KOHLER CO. PLANT AT SPARTANBURG, S. C.

THE INDUSTRIAL PIEDMONT!

People often ask what gives the Spartanburg-Greenville SUPERMARKET such tremendous buying power . . . The answer is simple . . . Industrial Payrolls!

Within the past few years hundreds of new industrial plants have located almost within the shadow of the WSPA-TV tower on Paris Mt., near Greenville. Typical of these is the new $10,000,000 Kohler Co. plant near Spartanburg, shown above.

WSPA-TV enjoys a tower height of 1182 ft. above average terrain . . . the highest CBS station tower in the entire Southeast. With this tower height in the very heart of the lower Industrial Piedmont, WSPA-TV delivers the most for the advertising dollar.

HERE ARE THE WSPA-TV MARKET FACTS

**Total TV Sets	369,045
*Retail Sales	$1,211,555,000
*Food Sales	302,598,000
*Drug Sales	42,367,000
*Automotive Sales	255,252,000
*Furniture and Household Sales	74,959,000
*Families	452,000
*Population	1,561,350

*Sales Management—May, 1959.
**RETMA—May, 1959.

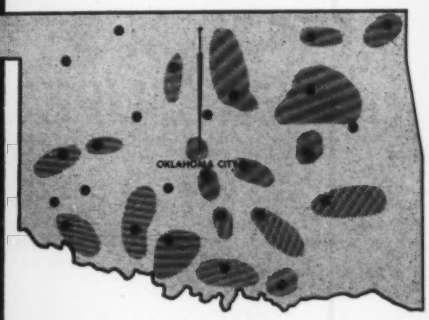
WSPA
AM-FM-TV
SPARTANBURG, S. C.

CBS CHANNEL 7

NATIONAL REPRESENTATIVES:
GEORGE P. HOLLINGBERY CO.

The ONLY CBS-VHF station serving the Spartanburg-Greenville
SUPERMARKET

News Stringers for KWTV OKLAHOMA CITY cover the KWTV Community



KWTV News Stringers cover these areas

Special assignment areas plus UPI coverage

News from every Oklahoma town and hamlet funnels into KWTV through a network of KWTV's own news stringers, plus the facilities of KWTV's own news staff and UPI. It's *Community* Coverage NEWS that makes KWTV Oklahoma's No. 1 television station!

BUY the TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman

GENE AUTRY
Starring in 56 HOUR FEATURES
ROY ROGERS
Starring in 67 HOUR FEATURES

RECORD BREAKIN' SHARES!

	%
Greenville, Spartanburg	68.0
Nashville	54.6
Fresno	89.0
Ft. Wayne	59.0
Little Rock	56.8
Syracuse	55.9
Peoria	62.7
Roanoke	64.2
Dayton	71.8
Kansas City	60.0
Columbus	72.8
Richmond	48.7
Cincinnati	62.0
Charlotte	77.8
South Bend-Elkhart	63.8

and many, many more!

Source: ARB

ROOTIN' TOOTIN' RAVES:

"Great ratings, highest in the city . . . have signed for five more years." WTVM, Columbus, Georgia, April 6, 1959.

"For almost two years now . . . they have been eminently successful." WCDA-TV, Albany-Troy.

mca TV FILM SYNDICATION

markets . . . The results will certainly be government intervention at the program level in *all* markets to correct the lamentable situation existent in a few. I prefer facility limitation in a *few* markets now—with a formula set for an ultimate station limit in all markets—to the four consequences of present policy which will follow as night follows day:

(1) A new era of government program censorship. An understandably rebellious Congress not only can, but will act to police radio programming. Congress can be expected to legislate with exactitude the percentages of programming which stations will devote to talk, discussion, entertainment, news, religion, farming, etc., each day. Congress can be expected to put tight protective regulations around radio newscasts, music, even commercials.

(2) A rotting away of program and public service standards.

(3) A resultant public disrespect for radio.

(4) A final disdain on the part of the better national and local advertisers for the medium and even a desire not to be connected with it at all.

It was all well and good 10 or 15 years ago to say that there should be no limitation on facilities. It was true then. No market was overcrowded, Some *are* now . . . The distasteful truth is that if the FCC even casually monitored the bottom five or six stations in overcrowded markets, their tapes would reveal the most dreadful abortions of all FCC standards . . .

Where would one start to find such a formula? I am not sure, but I would suggest that a good beginning point might be a study of the annual FCC table of revenue items and broadcast income. Show me a market where profits are small or non-existent and in most cases I will in turn show you a market where there are too many radio stations . . .

That might be a good place to start. There may be better ones. A stitch in time now will save three thousand.

Gorden McLendon
The McLendon Corp.
Dallas

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

responsibility

Responsibility to the community we serve and to our advertisers is always first and foremost in our minds. Here, in Chicago, at WGN-Radio and WGN-Television, quality and integrity are manifest in every phase of our operations.

1949 10th 1959
anniversary
WOC-TV Ch. 6
Davenport, Iowa—Rock Island—Moline, Illinois
The Nation's Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the Quint-Cities — FIRST in Iowa. This was in keeping with the foresight and courage of Colonel B. J. Palmer, who had pioneered the first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-TV's first broadcast. On this 10th anniversary date, there are more than 438,000 sets in a 42-county area. WOC-TV land today is rated as the 47th TV market in the nation.

WOC-TV continues to maintain its leadership and success in serving its viewers and its advertisers.

Your PGW Colonel has all the facts. See him today!

WOC

Col. B. J. Palmer
President
Ernest C. Sanders
Resident Manager
Pax Shaffer
Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

WOC-TV DAVENPORT, IOWA IS PART OF CENTRAL BROADCASTING CO., WHICH ALSO OWNS AND OPERATES WHO-TV AND WHO RADIO, DES MOINES, IOWA.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

PLAYBACK

QUOTES WORTH REPEATING

Tv talks back

Television public relations men have to listen to a lot of catcalls from the audience, particularly from its so-called egghead segments. Recently one of them talked back. Addressing an annual workshop of the New Jersey State Federation of District Board of Educatiion on Sept. 26, Charles S. Steinberg, vice president in charge of information services for CBS-TV, offered some blunt appraisals:

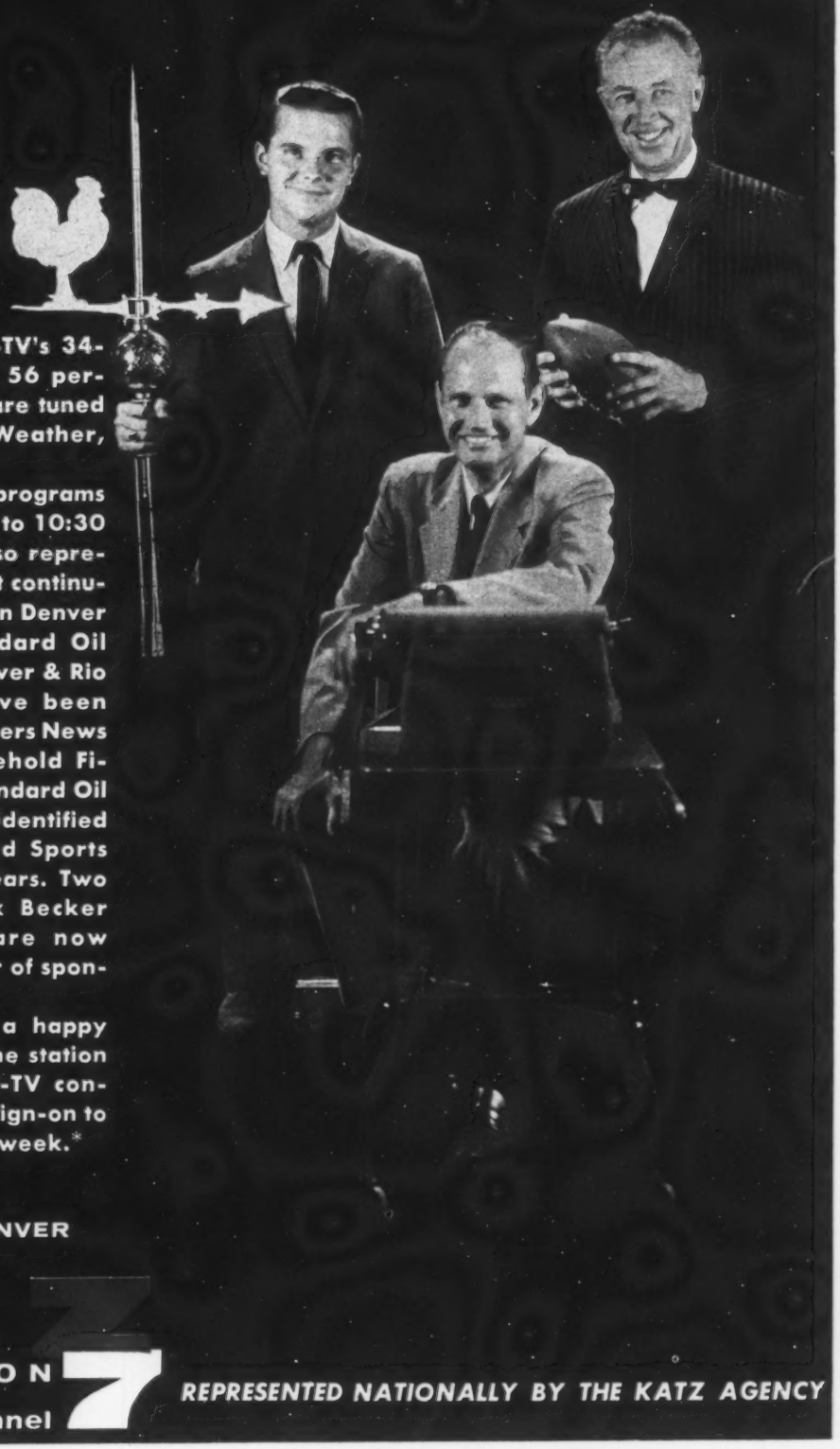
Those of us who talk to professional educators find constantly that the opinions expressed simply do not stem from an informed atmosphere, but frequently from an almost total ignorance of what, in fact, is on the air . . . Television is not a one-way street. It seems to me that far too much emphasis has been placed upon what television is doing to us and our children, and far too little upon what we can do with television . . .

Too many opinions about the television program derive from secondary sources, from the obfuscations of those intellectual snobs who do not own a set, never watch a program, but gloomily proclaim that, thanks to television, we are facing a cultural and moral decay comparable to the disintegration of Greece and Rome. This is a particularly undemocratic viewpoint because it is not based on empirical evidence, but rather on prejudice. It is the viewpoint of those who find a nineteenth-century folk song enthralling, while they reject a twentieth-century popular ballad as so much trash. It is an attitude of mind which refuses to read a book *because* it is a best seller—because everybody is reading it. It is closer to the beatnik philosophy than some of us think. . . .

We [in television] are as deeply concerned about our obligations as educators are concerned over the great decisions they must now make about their own program balance between the demands of a scientifically oriented society and the great tradition of the humanities.

"I hope earnestly that the PTA and others interested in evaluating television programming will make more effort to publicize the meritorious than the meretricious. No amount of criticism ever bettered a bad play. But praise of worthy books and plays has encouraged publishers and producers to try again. . . . There is ample room for discussion of and criticism of television, provided that the discussion is informed.

THEY DO A TERRIFIC JOB!



Each week . . . in KLZ-TV's 34-county viewing area, 56 percent of all sets in use are tuned to Channel 7 News, Weather, and Sports.

Not only are these programs top rated in the 10:00 to 10:30 p.m. time, but they also represent some of the oldest continually sponsored shows in Denver Television. The Standard Oil Company and the Denver & Rio Grande Railroad have been sponsors of the Carl Akers News for five years. Household Finance Co., and the Standard Oil Company have been identified with the Starr Yelland Sports Shop for over four years. Two sponsors of the Dick Becker Weather program are now starting their fifth year of sponsorship.

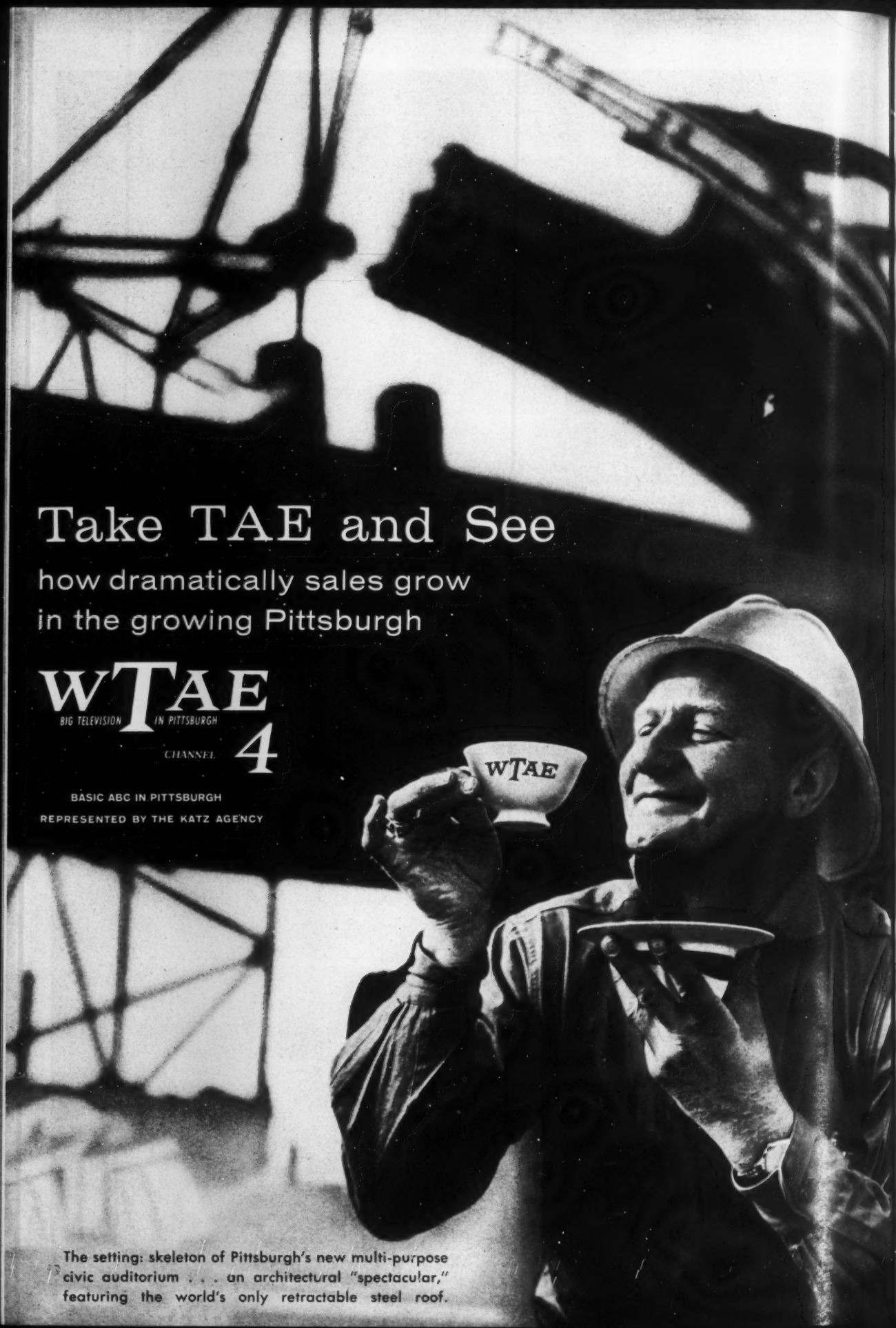
KLZ-TV clients are a happy bunch and stay with the station year after year. KLZ-TV continues to be first from sign-on to sign-off seven days a week.*

*May ARB

CBS DENVER

KLZ TELEVISION channel 7

REPRESENTED NATIONALLY BY THE KATZ AGENCY


Take TAE and See
how dramatically sales grow
in the growing Pittsburgh
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY
WTAE
The setting: skeleton of Pittsburgh's new multi-purpose civic auditorium . . . an architectural "spectacular," featuring the world's only retractable steel roof.

MONDAY MEMO

from **L. D. MULLINS,** *advertising manager, Burgermeister Brewing Co., San Francisco*

Where's the rate card all can understand

I'm more and more convinced that a corps of trained super mathematicians, spawned by the Massachusetts Institute of Technology and similar institutions of higher learning, have invaded a field once dominated by the advocates of simple arithmetic and staunch believers in the infallibility of the multiplication table. Failing to find any real challenge in the problems of the Atomic Energy Commission or in the electronic computer field, they now have turned to a new Valhalla where they can compute their long theorems and confound the simple layman, like myself, with their projections. For who else but men like these—mathematical wizards with a high degree of knowledge about legal terminology—could be responsible for the current radio and television rate cards.

I am an advertising manager and I live a relatively complex business and personal life. I find that I must regularly seek answers from lawyers, income tax consultants, physicians, landscape architects and even plumbers. But I do like to think that there are certain problems I can solve myself, whether it be in the field of point-of-purchase displays or putting up a set of shelves in the garage.

The reading and understanding of rate cards used to be in this category. I once thought I was pretty adept at it; at least, the estimated billing and the actual contract prices were pretty close to each other. But, now that the boys of the Einstein-Steinmetz school have taken over, the problems of estimating a schedule get tougher and tougher.

We Want to Buy • I just want to do my own estimating of radio and television costs in certain markets, that's all. There's a rate card on my desk that's been there a long time. All I remember is that we might have liked to buy a certain station. I asked for a rate card, thinking it would be nice to have the latest one. I received it, complete in every way—only they forgot to send the slide rule with it. After staring at the card awhile, I put it out of my mind, pretending that I understood it. Later, I put the station out of my mind, too.

But, this rate card is still on my desk. Its beady asterisks glare at me most challengingly. It has become an obsession and I continually nurture the thought that if I can solve this one, I can solve them all.

Every once in a while I sneak a look at it, fuss with my pencil, and when exhausted, set it aside. I thought I had made a start once at solving it, but right at the start I made one of those simple little foolish mistakes that crop up when one is working with an air of desperation.

Having come to the point where I was just ready to square the equivalents while fractioning the potential residual components of credits earned, I glanced at the top of the card and there was that double-handled dagger symbol right beside the heading:

Class AAAA—minute spots—6 to 9 a.m. 52 ti. $25.00‡

I'd missed the symbol completely! Moving my calloused finger slowly down the rate card through package prices, quantity discounts, frequency discounts, the BMI and ASCAP license information, I found the double-handled dagger symbol's footnote which said in blazing 4-point type:

> Spots in Ding Dong Dit Up Time with Laughing Loufe—6 to 9 a.m. only—carry a 43.427% surcharge on rates quoted except on holidays officially recognized in 2/3 of the states.

Since Memorial Day was in my schedule and Hawaii had just become our 50th state, the refiguring problem was just too great and I didn't have the strength to start over again.

There Are Reasons • I know there are many who will take me to task for this flippant attitude, but I would be among the first to recognize that many, many factors play a part in the construction of a rate card. Competition among radio stations for the advertising dollars I supervise is among these and, in the long run, I benefit. I'm sure, too, that there are many valid reasons for the lack of uniformity in the time periods assigned to the various classes of spots sold by radio and television stations.

Just when I've implanted in my mind the fact that all Class A spots on Station Z in a market run from 7 a.m. to 7 p.m., I find that Station X in the same market—same format, same power—considers all spots from 6 a.m. to 9 a.m. and from 4 p.m. to 6 p.m. are Class A.

Yes, I know that station men the country over will really chortle at my naivete and give me hosts of reasons why this is a good thing for me. Wouldn't it be a utopian state of affairs though, if, when a station representative quoted the cost of Class A spots for a list of stations, you could mentally think of them as being in a definite time period, give or take a little. I guess what I'm really looking for is this: Why can't my understanding of the general locations of a Class A spot be as simple as my understanding of first class or coach class on an airline?

I've barely touched on the many things that would be ideal. Rate card simplification is not an easy task. Maybe it's an impossible one. But somewhere in this land of ours there must be someone willing to take a stab at seeking an answer to this. Believe me, if one man or an organization initiates such a crusade, I'll put him, or it, on a pedestal alongside that venerable gentleman who first taught me how to read a railroad timetable.

L.D. (Les) Mullins is a native of San Francisco. He attended the U. of San Francisco and served overseas in the U.S. Coast Guard as athletic instructor. Prior to joining Burgermeister in 1950, Mr. Mullins was in sales supervision with Coca-Cola Bottling Co., San Francisco.

She's the belle of the budget, the watcher of the wallet. She plays hard to get, but she's a pigeon for persuasion thru' **KOIN-TV**. In Portland and 32 surrounding Oregon & Washington counties, **KOIN-TV** gets to her right where she lives. The eloquent experts from CBS-TV Spot Sales will happily disclose the whole fascinating story... including, of course, the delightful revelations of the latest Nielsen.

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BROADCASTING

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VITTORIO DE SICA DAN DAILEY
RICHARD CONTE JACK HAWKINS

THE FOUR JUST MEN

now setting sales records all over the world

I T C
INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

MAN BEING SMOTHERED WITH "INFORMATION"...

(or—There Isn't Time to Read Them All)

This, you'll agree, is a peculiar way to sell a prospect anything. But it aptly dramatizes the plight of people in broadcast advertising today. Each month most of them receive about *six pounds* of TV-radio publications (or around 75 pounds a year). Oddly enough, the majority of these arrive unsolicited, unpaid for, and—surveys show—remain largely unread.

Stacked in a corner (better fate than most achieve), the annual accumulation stands nearly as high as an account executive's tie-clasp. Out of the wordy welter, however, *one* TV-radio journal supplies a significant contrast. For BROADCASTING *does* get attention . . . first attention . . . week after week. The important people in broadcast advertising read it because they *want* it, count on it for the most complete news on everything in their fast-moving business.

They *PAY* to make sure BROADCASTING will reach their desks—a phenomenon so unique among the broadcast trade publications that only BROADCASTING qualifies for membership in the Audit Bureau of Circulations.* With more *PAID* circulation (which means *reading* attention) than the next three TV-radio magazines combined, BROADCASTING is your top-of-the-stack medium when you want *your* advertising messages *read.*

*ABC membership is for *paid* circulation publications only. BROADCASTING's latest ABC *paid* total is 22,000.

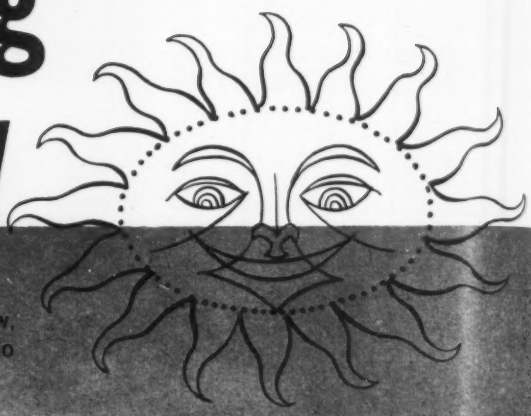
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington 6, D. C.

New York—Chicago—Hollywood

Top of the morning in Kansas City



As sure as the sun will come up in Kansas City tomorrow, more morning radio listeners will be tuned to KCMO-Radio than to any other station.

The latest Nielsen Radio Report tells the story: Monday through Friday, 6:30 a.m. to 10 a.m., KCMO-Radio's Musical Timekeeper has Kansas City by the ears. We reach an average of 29,823 homes per quarter hour. That's 3000 more than the next station. Nearly twice as many as the third station, and almost three times the audience of the fourth station.

Naturally we say if you want to sell wide-awake Kansas City, it's a great day in the morning for you on KCMO-Radio. It's Kansas City's only 50,000-watt radio station. It's always a good morning to you on KCMO-Radio. 810 kc. CBS radio network.

THE SUN COMES UP in Kansas City and the skyline defines the downtown district.

Photo: Dan Faron

KCMO–Radio

E. K. Hartenbower, Vice President and General Manager
R. W. Evans, Station Manager

The Tall Tower at Broadcasting House / Kansas City, Missouri

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency. Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

AT DEADLINE

LATE NEWSBREAKS ON THIS AND NEXT THREE PAGES • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 37

STEEL STRIKE'S FIRST HURT

Production slowdown is causing auto sponsors to 'review' their fall radio-tv schedules

Steel strike's first inroads on automotive commitments to radio-tv became discernible late last week. Detroit acknowledged previously-set allocations for 1960 models are being reviewed because of production slowdown imposed by steel shortages. Heavy radio-tv arsenal, including spot and network tv, had been planned for model introduction—now mostly underway—as well as for continuing campaigns (BROADCASTING, Sept. 7).

Steel pinch visible for all auto makers but with perhaps Ford Motor Co., which has some steel producing facilities of its own, and American Motors, least hit at this time. As for Ford Car (J. Walter Thompson is agency), spot radio user, two-week cancellation clause in contracts could be evoked if necessary, according to spokesman.

Philip L. McHugh, vice president and director of radio-tv, Campbell-Ewald, Detroit, agency for Chevrolet admits that this General Motors' Division is "reviewing" its advertising plans, including radio-tv. More likely spot would be first to be affected because of two-week cancellation clause—action that would be general for entire auto industry. As yet, Chevrolet has not cancelled any of its spot; effects on network tv still are far off. (Some Chevrolet plants already have begun layoffs).

Dodge reports definite cut back in all media for Dodge cars, Grant Adv., Detroit, spokesman predicting that all of this Chrysler Divisions' advertising could be stopped by Nov. 1 if strike not settled shortly.

Third Phase Hit • Dodge's spot radio drive in about 200 markets got through first two phases (teaser campaign and introductory saturation) but follow up or third phase currently being affected with number of spots used in markets being reduced gradually but no markets yet dropped. Current "sliding" (as cutback is termed) may mean fatter scheduling later, however, to get back advertising momentum as shipments to dealers are increased.

Surprise development at this time comes from Plymouth Div. of Chrysler Corp. which ironically began new spot radio campaign Oct. 15—drive that Plymouth's been holding back for some time. It runs six weeks, includes top 65 markets with 20 to 100 spot announcements per week. Agency N.W. Ayer, Detroit, doubts campaign would be affected but should pull-back be ordered "we may chop off one week."

American Motors reports no current trouble for its Rambler ad plans, that its steel supply is "relatively fair."

Some auto ad people note that national money is not only source that would be affected by continuing steel dry-up. Dealer radio-tv money is sure to slow to trickle, if and when production layoffs slow new car shipments.

On brighter score, however, Chrysler Corp., Detroit, for sixth consecutive year, will sponsor telecast of 33rd edition of "J.L. Hudson Thanksgiving Day Parade." Holiday event is on ABC-TV Nov. 26 (10-11 a.m. EST). Agency: Leo Burnett Co., Chicago.

KIMN: 'NEVER AGAIN'

Heftel removes source of off-color remarks

Formal answer to charges that off-color remarks were permitted to be broadcast over his station was made to FCC Oct. 15 by Cecil F. Heftel, president-general manager of KIMN Denver, Colo. Mr. Heftel told FCC that he has taken every step to ensure that KIMN disc jockeys and announcers never get out of line again. He also implied that complaint to FCC by Don Burden, owner of competing KICN Denver, may have been prompted more by zeal for competitive advantage than by outrage.

Charges were made to FCC by Mr. Burden last month (BROADCASTING, Sept. 28, *et seq.*). Mr. Heftel immediately suspended errant disc jockey Royce Johnson, fired him after investigation proved truth of allegations. Mr. Heftel's letter last week was in answer to formal inquiry by FCC.

Mr. Heftel explained that KIMN was without program manager from July and that Mr. Johnson's comments became bolder after that, culminating in strongest flavored remarks week of Sept. 16-24. As soon as situation was brought to his attention, Mr. Heftel said, he appointed acting program director and more recently has appointed new station manager, Robert Fehr.

Charges Are False • Charges that number of KIMN disc jockeys were involved are false, Mr. Heftel said. Only one disc jockey was involved and his service has been terminated, Mr. Heftel stated. Other so-called off-color remark, involving comments on "Boo Boo Stick Beat," were described by d.j. Glenn K. Bell as perfectly legitimate and with no double entendre implied. There is such thing as boo-boo stick, Mr. Bell said, and it is used exactly as it was described.

Mr. Heftel said that with exception of two complaints that did not register with him at time, there have been no objections to Royce Johnson show until Mr. Burden's letter to Commission.

KIMN executive also stated that Mr. Burden was hard competitor. He declared that copies of Mr. Burden's Sept. 23 and 24 letters to FCC Chairman John C. Doerfer were "quickly distributed" to advertising agencies of KIMN national accounts in New York and to local KIMN advertisers.

"In pointing out that Mr. Burden's charges are exaggerated and that I was not personally aware of the conditions leading to his charges," Mr. Heftel said, "I am not condoning or offering excuses for what has actually occurred. The incidents were inexcusable according to the standards and policies I have always established and insisted upon at broadcast stations with which I have been associated, including KIMN."

Censor Mae West

CBS-TV apparently believes it would be unwise for nation's viewers to "come up and see" entertainer Mae West via its *Person to Person* program. Taped visit with Miss West, scheduled for *Person to Person* Oct. 16, was cancelled abruptly by network because "it was felt that certain portions of interview might be misconstrued." Instead, the program aired visit by host Charles Collingwood to homes of James and Pamela Mason and fashion designer Edith Head.

John A. Aaron and Jesse Zousmer, producer of show, issued the following statement: "The show speaks for itself and so does Miss West." Mr. Aaron told BROADCASTING that program was withdrawn over his and Mr. Zousmer's objections. He said in their opinion Mae West visit was "a good show," containing "nothing objectionable."

AT DEADLINE CONTINUED

NBC's plan is hailed by affiliate leaders

NBC Radio's new operating plan, combining networking of news, *Monitor* and special events with fee-basis sale of entertainment programs to affiliates (see page 54), hailed by both NBC and affiliate leaders in Oct. 16 statements following two-day session of NBC Radio Affiliates Executive Committee.

George Harvey, WFLA Tampa, chairman of committee, called plan "logical and constructive" and said it "will permit network radio to advance and prosper throughout the foreseeable future." He said committee unanimously and "wholeheartedly" endorsed plan, which it helped develop, and "will urge all (NBC Radio) affiliates to adopt it."

Matthew J. Culligan, executive vice president in charge of NBC Radio, said network will still be offering substantially as much programming as now—if not more. Plan, he said, "is the direct result of increasingly heavy demands from our affiliate stations for more emphasis on news and special events programming and, at the same time, the need of individual stations for specific types of entertainment programming to meet local competitive situations and better adjust their programming to other problems peculiar to their own localities."

In same vein, executive committee, according to Mr. Harvey, "feels that NBC is properly concentrating its efforts in the direction of specialization in supplying to its affiliates those types of programs which can be better done on a national level than on the local level by the individual stations—programs which are essential for an informed public in these critical and vital times. The plan also offers local stations more flexibility and more opportunity to meet programming needs which are characteristic of each station's own community."

Sen. Scott cites fair news issue

Sen. Hugh Scott (R-Pa.), member of Senate Commerce Committee Freedom of Information Subcommittee (more commonly known as radio-tv watchdog committee) expressed fear Friday night (Oct. 16) that purpose of subcommittee is to ensure two-to-one broadcast coverage of Democratic candidates in 1960 election campaign.

Sen. Scott made remarks in speech prepared for delivery to Pennsylvania Newspaper Publishers Assn. in Pittsburgh. He quoted unidentified Democratic member of three-man committee as saying there is feeling that radio-tv news is not impartial.

"This statement has an ominous ring," Sen. Scott said. "It raises the question whether the federal government can be the judge of how news is handled." He continued:

"Since 1960 is an election year, and since the Democrats dreamed up this watchdog committee, I have a feeling that the Democrats believe that since they have a two-to-one majority in Congress they are entitled to a two-to-one coverage in the news."

Education & ethics on RTNDA agenda

Radio-Television News Directors Assn. should set up regional units and sponsor training programs, annual RTNDA meeting in New Orleans heard Oct. 15 from Paul Krakowski, associate professor of journalism, Duquesne U. (early story of convention page 70).

Mentioning specifically that workshops and seminars should be included in the programs, Mr. Krakowski reported on the results of a survey dealing with ethics and practices in radio news. Lessons to be gained from the survey, he summed up, should encourage RTNDA to:

- Maintain high standards which already have been set up.
- Spark an educational campaign for newsmen.
- Crack down on pseudo- or illegitimate news operations.
- Help journalism schools in the education and training of students for the radio news profession.
- Make management understand the need for improved radio news operations.
- Push for more personnel on radio news staffs and work toward better pay scales.

Accent on newscasts

Westinghouse Broadcasting Co. management views the news "not with alarm, not through an echo chamber or from the other end of tightened purse strings, but with an attitude that encourages men like me to enjoy radio and television news work very much," James L. Snyder, chief of WBC's Washington news bureau, said Oct. 16 during a panel on the management view of the news.

"We believe in mobile units fre-

'Stratovision' revived for etv

Educational television climbs "sky-high" in fall of 1960 when classroom courses on video tape are to be transmitted from ground to airplane 20,000 ft. high and retelecast to about 5 million students and 13,000 schools and colleges in part of Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin (CLOSED CIRCUIT, Oct. 12).

Details of this experiment in airborne educational television were announced Oct. 16 by the Midwest Council on Airborne Television Instruction at Purdue U., which is administering project. Undertaking is designed to help upgrade quality and efficiency of education on "an economically feasible basis for America's rapidly expanding school population."

Taped programs will be sent from ground based facilities at Purdue U. in Lafayette, Ind., to DC-7 craft. The curriculum is expected to include demonstrations involving costly laboratory equipment and instruction in foreign languages, advance algebra, sciences, art and music (subjects that many schools are in no financial position to provide for their classes.

The foundation noted that technical assistance has been given to the project by the Westinghouse Electric Corp., which developed "Stratovision" concept of blanketing entire region by means of tv transmitter aboard high-altitude plane and was first disclosed by BROADCASTING Aug. 6, 1945; General Dynamics Corp., which has provided aeronautical advisory services and is prepared to continue its cooperation, and CBS Labs., which developed "narrowband" method of telecasting on two special channels to be used in experiment.

The estimated cost of project for tooling-up year and first year of operation is said to be about $7 million. Financing is expected to come from industrial corporations and philanthropic groups, including Ford Foundation, which has indicated willingness to assist project, according to announcement.

Application for experimental license to conduct project will be filed soon with FCC.

quent use of tape interviews and beeper reports on newscasts and the divine right of the news director to interrupt regular programming to broadcast an important news story," Mr. Snyder said. As for the mobile unit, he said, its value depends on "who is inside it. . . . I prefer to talk to about mobile reporters. . . ."

Westinghouse, he said, believes that a news director "must be a well-trained, well-paid professional who understands and contributes to the overall programming concept of the station." WBC also feels "a well-staffed newsroom is not a luxury but a necessity."

Mr. Snyder concluded that there's nothing wrong with radio-tv news "that development of more good radio and tv reporters can't cure."

Column on-the-air

An on-the-air news column may be hard to get started in your own bailiwick, "but once it's going you'll find it even harder to stop," Walt Bodine, WDAF-AM-TV Kansas City, related to RTNDA Oct. 16. He does three-to-five minute column on air called "Bodine's Bailiwick." Its range of subject matter: "unlimited."

These are the things, he said, which an air column can do:

- Give you intellectual stimulation and personality; keep you from becoming "a one-sided human teletype."
- Give you "a wonderful outlet for sidebar and human interest pieces that just won't fit stringent tv time requirements."
- Help humanize a news personality, "do subtle, highly effective promotional work and help morale in your own organization."
- Let you take "a very gentle step in the direction of editorializing if you'd like to go that way."

Learn business side

Newsmen have "some learning to do," Jack Shelley, news manager, WHO-AM-TV Des Moines, told RTNDA meet.

"I think," he asserted, "maybe we could profit by dropping the holier than thou attitude some of us love to display when dealing with the crass commercial types of the sales department.

"I think maybe we would be smart if we learned something about their job—preferably on company time, but if the horrible necessity should arise, on our own.

"And I think a salutary thing in journalism education would be for our schools to be a bit less ivory tower in one respect, and to make it a biding requirement that every person who trains as a newsman would also have to learn something about the business side of radio-tv."

Sales planning role

The news director's role in sales planning, according to Bill Minshall, news director, WIS-TV Columbia, S.C., "is as much a matter of promotion as anything else."

Mr. Minshall told RTNDA:

"You can suggest sponsors and campaigns, but if the sales crew is alive, it has already made the contacts and used such a plan. You can go with the salesman to properly impress a possible sponsor, but this again is a minor item.

"The news director's job in sales planning is to provide a good product and convince the salesman that it is good."

Information programs

All "information-type" programs should be coupled into a single department, according to John Henry, director of news, sports and special events of KOA Denver, in his RTNDA talk.

"Basically," he said, "we feel there is a need for liaison between all types of news programs: straight news, documentaries, sports presentations, weathercasts, financial newscasts, and on down the line."

Mr. Henry pointed out that the news director at KOA operates at the same level with the business manager, the sales manager of radio, sales manager of tv and the program directors of both sides.

New MBS affiliates

Signing of four affiliates by Mutual were announced Oct. 16 by Robert F. Hurleigh, MBS president. They are WJET Erie, Pa.; WNOW York, Pa.; WKYR Cumberland, Md., and WMNF Richwood, W. Va. He said that in the past five months the network has added 29 stations and has lost a total of nine outlets. Total: 451.

CBS-TV to drop payoff shows

CBS-TV intends to throw off all programs "whose major appeal is the winning by contestants of large sums of money or lavishly expensive prizes." It also will take steps to "be more certain in the future that it is we and we alone who decide not only *what* is to appear on the CBS-TV network, but *how* it is to appear."

Dr. Frank Stanton, CBS Inc. president, announced this decision in speech for delivery Friday afternoon in accepting first distinguished service award of Radio-Television News Directors Assn. (also see story page 32). Quiz-show scandal, he said, has cost broadcasting "a degree of the public trust and confidence so essential to its effective performance" —this even though shows furnished by independent producers or advertisers (representing more than half of CBS-TV entertainment programming) "are not our property [and] to be openly critical of any one of them would have invited legal liability unless we had had hard supporting evidence."

He said broadcasters "have indeed failed fully to meet our duty with regard to quiz shows—the kind of responsibility which the American people expect us to discharge. . . . As I see it with benefit of hindsight, we should have been more thoughtful and critical of the whole idea of exposing to millions of families games in which contestants can win large purses. We really did not face up to the broader implications—whether such programs could ever be an appropriate form of widespread public entertainment—whether in their very nature they might contain the seeds of their own abuse and eventual destruction, however well intentioned the original concept may have been." Now, he said, CBS-TV is convinced it should not carry such programs and that no system of policing, "public or private" can close off all "possibilities for hanky-panky" in their production.

Dr. Stanton did not identify shows to be dropped. He said their sponsors would get "due notice." Other CBS sources indicated four might be involved—*Top Dollar, Name That Tune, Big Payoff* and possibly—*GE College Bowl*. Observers meanwhile saw some irony in CBS decision: first of tv's big-money giveaways, *$64,000 Question*, was originated by man now head of CBS-TV, Louis G. Cowan. Insiders said Mr. Cowan not only participated in new decision but "endorsed it 100%."

INDUSTRY HEALTHY
Weathering attacks, says NAB president

Broadcasting industry is in a healthy state though being "put upon" by diversified interests and confronted by many problems, NAB President Harold E. Fellows said Oct. 16 in address to NAB Fall Conference in Washington (see main conference story, page 58).

After going into detail about serious regulatory and legal consequences involved in quiz program scandal, he voiced optimism over future of broadcasting industry. "If broadcasters demonstrate a sense of cohesiveness, loyalty to each other, a quality of statesmanship, and an active participation, we can anticipate that as an industry we shall, through the years, demonstrate our capacity for greater freedom of operation and be thusly rewarded.

"In the future, therefore, we should be able to anticipate with confidence—insofar as NAB is concerned—a unity of hope and aims, and a strength of numbers that seldom, if ever, has been known in the history of this organization." He cited the successful fight for amendment of Sec. 315 of Communications Act (equal time) as example.

Powerful Forces • Mr. Fellows said "powerful forces in the distillery industry even now—as they have before, but now with greater strength of intent—are undertaking to break down the self-promulgated rules of broadcasters" in the radio standards and tv code. These oppose acceptance of hard-liquor advertising. Liquor question was active year ago during regional meetings.

"I understand that one of the nation's largest distillers, through one of the nation's largest advertising agencies, has made specific propositions for the acceptance of the distiller's advertising, at least in Pennsylvania and Ohio and perhaps elsewhere. In this case, to do justice to the advertiser and the agency, an effort has been made to present this advertising in as palatable a fashion as possible, along institutional lines.

"I hope that all broadcasters thus approached in this current effort to advertise hard liquor on radio and television will refuse it. Do not accept this counsel alone as one man's opinion, or the opinion of the broadcasters as a whole as reflected in the codes and standards, but weigh it against the sensibilities of your own audiences."

'Specific Danger' • Mr. Fellows said "the specific danger is in letting the camel get his nose under the tent. What may be institutional advertising today, even inoffensively presented, can be product advertising of the hardest sell sometime in the future. There is adequate evidence of the public's resentment toward the idea of the advertising of hard liquor on the air, he said.

"There is held out to us the temptation, to which other media have surrendered through the years, of vastly enlarged revenues. No doubt there is something to this. If there was ever a case, however, in which we should put public consideration above private gain, this is it."

To study news

National Audience Board, nonprofit tv and radio program review organization, is launching campaign among membership to make viewers more aware of tv newscasts. First step is recommendation that *Television News Reporting*, compiled by staff of CBS News and published by McGraw-Hill, be used as group study book.

Ad critics ignore changing economics

Criticism of advertising sometimes ignores constant changes in American economy but there is also need for re-evaluation, Robert M. Ganger, board chairman of American Assn. of Advertising Agencies, told 22nd annual central-region meeting in Chicago Oct. 16. He expressed hope for broad industry study by some "proper organization."

Mr. Ganger, board chairman of D'Arcy Adv. Co., predicted norm of whether advertising increases or lessens cost of product may be secondary in future to whether it helps seller hold line on prices. With rising living standards, he suggested, it may be less a question of economic waste among competitors than effectiveness of advertising in "contributing to the development of better products made more readily available in better forms.

"True evaluation of advertising's role," Mr. Ganger asserted, "should take into account not only the theories of the intellectuals, but also the facts about advertising accomplishments now known only to those who actually utilize advertising in the conduct of their business."

Tele-Service starts

U.S. Tele-Service went into business last week. It was formed around assets of former U.S. Broadcast Checking Corp., which went into bankruptcy earlier this year. Henry L. Sondheim, formerly vice president of Hazel Bishop Inc., heads new company. He purchased USBC assets for "over $10,000." Initially firm will offer photo monitoring of New York market, later plans to expand. It also offers "film conversion" service—reducing kines of commercials to photo storyboards.

WEEK'S HEADLINERS

MR. LACK

FREDERICK R. LACK, vp of Western Electric Co. until his retirement in 1958, elected director of engineering department of Electronic Industries Assn., Washington. He is former vp and board member of that organization. Mr. Lack succeeds DR. W.R.G. BAKER, who continues in advisory role as director emeritus of department after 25 years' service. Mr. Lack, who helped establish EIA's Military Products Div., was awarded association's 1959 Medal of Honor last May. He was with Bell Telephone Labs from 1925 to 1938; during World War II, he was director of Army-Navy Electronics Production Agency.

MR. VELOTTA

THOMAS VELOTTA, ABC-TV vp assigned to network's west coast offices for past two years, named vp in charge of special programs, with headquarters in New York. Mr. Velotta will be responsible for ABC-TV specials featuring Frank Sinatra and Bing Crosby and will supervise development of similar programs in the future. Mr. Velotta, a 31-year veteran of broadcasting, began his career as page with NBC in 1928. He served NBC and later ABC in various programming capacities; in 1948 he was appointed ABC vp and in 1954 was named vp and administrative officer of news, special events and public affairs.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

symptom of health

The spots before the eyes of national advertisers these days are of the radio-tv medium. . . .

Television spot is now leading network in gross time sales for the first time, half-year 1959 figures reveal.

It's no coincidence that the surging growth of this medium parallels the extraordinarily healthy upswing of our economy. Spot contributes most of the vast motive power that keeps the nation's product at an ever-increasing flow into the hands of consumers.

H-R too, reflects growth — the ascending national sales curves of its represented stations.

H-R has just expanded to a full floor in three offices: Seagram Building in New York (375 Park Avenue), Pure Oil Building in Chicago (35 E. Wacker Dr.), and the Russ Building in San Francisco.

"We always send a man to do a man's job"

H-R *Television, Inc. Representatives*

New York Chicago San Francisco Hollywood Dallas Detroit Atlanta Houston New Orleans Des Moines

POWELL & MASON

D.R.

M.W.

KHRUSHCHEV Was ENCHANTED With San FRANCISCO

which didn't surprise any of us in the least!

NOR WERE WE SURPRISED TO FIND THAT MORE THAN TWICE AS MANY VIEWERS WATCHED KHRUSHCHEV MAKE HIS KEY BAY AREA ADDRESS VIA KRON/TV THAN ON ALL OTHER SAN FRANCISCO TV STATIONS COMBINED.*

STATION	ARB RATING
KRON/TV	31.5
(b)	3.4
(c)	14.8
(d)	7.7
others	4.4

* Monday night, September 21, all San Francisco-Oakland Area TV stations carried a pooled telecast of Khrushchev's address.

This ARB survey taken during the telecast once again demonstrates KRON/TV's superior viewer-acceptance.

just one more example of how complete viewer acceptance proves

KRON is TV in SF!

KRON/TV san francisco

San Francisco Chronicle • NBC Affiliate • Peters, Griffin, Woodward, Inc.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

October 19, 1959
Vol. 57 No. 16

WHO PICKS SPOT LENGTHS AND WHY

Here's how those important decisions are made at 171 agencies

It's the agency creative people, not advertisers, who most often decide how long a spot television commercial will be. Usually, though, they consult the timebuyer. And timebuyers by long odds prefer—or most frequently buy—one-minute spots, though they also use 20-second announcements in substantial volume, 10 seconds and, occasionally, the unorthodox 30. The 10-second is their favorite for saturation campaigns.

These are highlights from NBC Spot Sales' fifth timebuyer opinion panel study, being released today (Oct. 19). A total of 249 panelists working at 171 different agencies or offices across the U.S. reported on their practices and opinions regarding the various spot tv commercial lengths. NBC Spot Sales Director Richard Close, describing the subject as one on which heretofore "there has been much speculation but little dependable knowledge," called the results representative of "a very important segment of the timebuying fraternity," but not necessarily all timebuyers.

Other highlights:

• The panelists are almost unanimously opposed to promoting two products in a 20-second spot, and seven out of ten thought it a poor practice to promote more than one even in a one-minute announcement.

• Seven out of ten panelists think that for a high-priced hard-goods product the one-minute commercial fosters "much greater" recall at shopping time than a 20-second commercial does; but for low-priced high-turnover items only two out of ten give the long spot this advantage.

• The 20-second commercial similarly was rated above the 10-second spot in "recall" value—and in the case of low-priced items the superiority was considered greater than a one-minute's advantage over a 20-second.

• The 30-second commercial has been recommended by two out of ten buyers, and others indicate they would use it if the circumstances were right. Four out of ten think it would be a good buy at the same rate as the 10 and 20 combined; five out of ten think it should be priced lower than the 10 and 20 together. The 30-second length produced some of the liveliest comment of the entire survey.

Who sets the length? • The report concludes that "beyond any doubt" the agency commercial department "plays the major role" in deciding the length of the commercial. This is true more often in big agencies (over $5 million billing) than in small. The client's influence is less, but where he does play a "large" part in the decision he's more apt to be represented by a big agency.

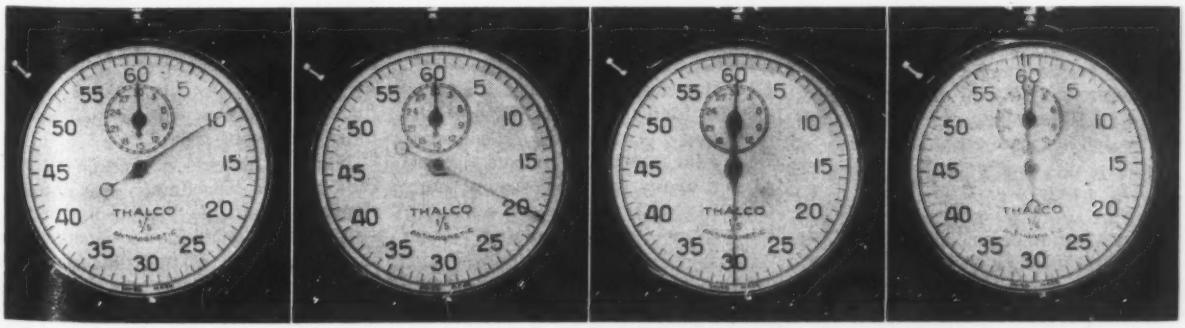
Several panelists offered explanations of their replies regarding the decision-makers.

Said Sam B. Vitt, media supervisor, Doherty, Clifford, Steers & Schenfield: "The use and relative effectiveness of the several spot tv commercial lengths, it seems to me, must in the ultimate be resolved in the copywriter's realm. From the media viewpoint, academically, it is probable that we could find unanimous agreement as to the virtues of the ID. It has the greatest potential for the highest ratings, it permits in general greater reach, with greater frequency, with greater efficiency, with greater flexibility toward better placement for editorial compatibility than any of the other spot tv lengths. Yet it is so brief. This brevity, even though it may be the soul of wit, as Shakespeare said, is the problem. But not a media one so much as a copy one. . . ."

Timebuyer's part • Seven out of ten said timebuyers "always" or "frequently" are consulted before the length of the commercial is finally set, and practically all the rest said they "sometimes" are. Donald E. Leonard, media director, Fuller & Smith & Ross, offered this tribute to the buyer's contributions:

"Length of commercial (in both radio and tv) is an area where the shrewd and creative media buyer can exhibit his knowledge of marketing, recall research, stretching budgets and force of advertising in the field of distribution. The proper application of the buyer's experience and 'savvy' will often cause copy platforms to be de-

Should tv spots run 10, 20, 30 or 60 seconds?



Full results of the timebuyer survey next page

HOW SPOT LENGTHS ARE CHOSEN AND USED

Here are the full results of NBC's survey of timebuyers

How spot lengths are determined

How much influence does the creative department wield in regard to setting the length of spot television commercials for clients?

	Total		Broadcast Billings Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Much	168	68	75	81	93	60
Little	61	25	16	17	45	29
None	18	7	2	2	16	11
Total Respondents	247	(100)	93	(100)	154	(100)

In most cases, what part does the client play in the determination of spot tv commercial length?

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Large	92	38	45	50	47	31
Small	136	56	42	46	94	61
None	16	6	4	4	12	8
Total Respondents	244	(100)	91	(100)	153	(100)

How often is the timebuyer consulted about the availability of various commercial lengths prior to the final decision?

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Always	81	33	26	28	55	36
Frequently	93	38	37	40	56	37
Sometimes	66	27	27	30	39	25
Never	5	2	2	2	3	2
Total Respondents	245	(100)	92	(100)	153	(100)

What's best length for saturation

Which unit of commercial length do you use most heavily in so-called "saturation" campaigns?

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
10-second	107	45	36	41	71	47
20-second	69	29	29	33	40	27
30-second	6	2	1	1	5	3
1-minute	57	24	22	25	35	23
Total Respondents	239	(100)	88	(100)	151	(100)

Mixing minutes and IDs

Compared with a schedule of one-minute commercials only, a combination of one-minutes and IDs offers more rating points, more reach and greater cost efficiency. By and large, do you favor a combination buy of this type?

	Total		Broadcast Billings Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Yes	182	79	67	79	115	80
No	20	9	8	9	12	8
No Opinion	27	12	10	12	17	12
Total Respondents	239	(100)	85	(100)	144	(100)

How to use IDs

The 8 or 10-second ID may be used, among other purposes, as a teaser to attract interest, as a repeater of major sales points, as a reminder of brand name and package, to introduce a new product. What principal uses do you make?

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Teaser	55	22	23	25	32	20
Repeater	114	46	43	46	71	45
Reminder	197	80	72	77	125	80
Intro. New Prod.	35	14	15	16	20	13
Other	22	9	5	5	17	11
Don't Use	13	5	7	7	6	4
Total Respondents	436	(100)*	165	(100)	271	(100)

*Percents add up to more than 100 due to multiple mentions.

What types stick in consumers' minds

For each of the two types of products below, indicate whether you believe the one-minute commercial fosters greater "recall at time of shopping" than the 20-second commercial.

(a) High price, hard goods product

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Much greater	168	71	62	71	106	71
Slightly greater	55	23	24	27	31	21
No greater	15	6	2	2	13	8
Total Respondents	238	(100)	88	(100)	150	(100)

(b) Low price, high turnover product

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Much greater	47	20	17	19	30	20
Slightly greater	116	49	46	52	70	46
No greater	76	31	25	29	51	34
Total Respondents	239	(100)	88	(100)	151	(100)

For each of the two types of products below, indicate whether

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signed to fit the specific length commercial he feels will accomplish the most for the client.

What They Buy • Officials going over the results were not surprised to see that the one-minute commercial is the one most often used, or that the 20-second, 10-second and 30-second lengths follow, in that order.

Here is how the four lengths rank:

"USE IN MOST CAMPAIGNS	TOTAL	BIG AGENCIES (OVER $5 MILLION)	SMALL AGENCIES (UNDER $5 MILLION)
1-Minute	66 Percent	72 Percent	63 Percent
20-Second	37 Percent	34 Percent	38 Percent
10-Second	19 Percent	12 Percent	23 Percent
30-Second	3 Percent	2 Percent	3 Percent

In "saturation campaigns"—a term NBC did not define, but to be explored in a future panel study—the 10-second ID is the heavy favorite, named as the choice of 45 percent of the panelists. Its popularity is even greater among smaller-agency buyers.

Timebuyer Attitudes • The spot sales pollsters found a variety of opinions when they looked behind the statistics. Among the general comments (including a proposal for a 90-second spot):

Barbara Aiton, radio-tv director and timebuyer of Ted Levy, Richard Lane & Co., Denver.—"The length of the commercial, it seems to me, depends largely on the advertising objective. If you must educate or demonstrate, the minute length is almost a must. When you can make a strong point fast and get good product or service identification, too, 20-second spots are the buy. Where frequency and package or name identification are the purpose of the campaign, IDs are excellent. In all of the above instances, the desirability of the availability . . . plays an important role. The message can be tailored-to-time if the spot is hot!"

Marshall Hawks, vice president and radio-tv director, Emery Adv., Baltimore.—" . . . This whole point of the length of a television commercial, a radio spot or a printed advertisement is that it should allow enough time to afford the creative people the necessary opportunity to present and sell the product or service. If the product or service can be sold in any length, then

you believe the 20-second commercial fosters greater "recall at time of shopping" than the 10-second commercial.

(a) High price, hard goods product

	Total		Broadcast Billings: Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Much greater	119	51	37	44	82	56
Slightly greater	96	41	40	47	56	38
No greater	17	8	8	9	9	6
Total Respondents	232	(100)	85	(100)	147	(100)

(b) Low price, high turnover product

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Much greater	65	28	28	33	37	25
Slightly greater	113	49	32	38	81	55
No greater	55	23	25	29	30	20
Total Respondents	233	(100)	85	(100)	148	(100)

How often various lengths are used

Do you use the 8 or 10-second ID in:

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Most campaigns	47	19	11	12	36	23
Some campaigns	136	55	53	57	83	54
Few campaigns	46	19	22	24	24	16
No campaigns	18	7	7	7	11	7
Total Respondents	247	(100)	93	(100)	154	(100)

Do you use the 20-second commercial in:

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Most campaigns	90	37	32	34	58	38
Some campaigns	116	47	44	47	72	48
Few campaigns	25	10	11	12	14	9
No campaigns	14	6	6	7	8	5
Total Respondents	245	(100)	93	(100)	152	(100)

Do you use the 30-second commercial in:

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Most campaigns	6	3	2	2	4	3
Some campaigns	35	15	13	15	22	15
Few campaigns	38	17	17	19	21	15
No campaigns	150	65	56	64	94	67
Total Respondents	229	(100)	88	(100)	141	(100)

Do you use the 1-minute commercial in:

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Most campaigns	164	66	67	72	97	63
Some campaigns	71	29	22	24	49	32
Few campaigns	12	5	4	4	8	5
No campaigns	1	—	—	—	1	—
Total Respondents	248	(100)	93	(100)	155	(100)

The Advantages of the 30-second ID

Advantages of the 30-second commercial length may include exclusivity in the station break, 50% greater length than the 20-second commercial, adjacency to high-rated network programs, availability in prime time. Please indicate the relative rank of importance of these or other advantages.

	Total		Broadcast Billings: Over $5,000,000		Under $5,000,000	
Weighted Ranking*	Score	Rank	Score	Rank	Score	Rank
(a) Exclusivity in Station break	794	1	332	1	462	1
(b) 50% greater length than 20-second commercial	548	4	229	4	319	4
(c) Adjacency to high-rated network programs	711	2	257	3	454	2
(d) Availability in prime time	675	3	258	2	417	3
(e) Other	36	5	12	5	24	5

*Computed by assigning a weight of "5" for 1st Choice "4" for 2nd Choice, "3" for 3rd Choice, "2" for 4th Choice, and "1" for 5th Choice.

In terms of the combined rate for 10 and 20-second lengths, do you consider the 30-second a good buy at:

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
More	16	6	9	10	7	5
Same	102	41	43	46	59	38
Less	121	49	38	41	83	53
Not Any	10	4	3	3	7	4
Total Respondents	249	(100)	93	(100)	156	(100)

How many products to pack in

In your opinion, is it good practice for an advertiser to promote two of his products in:

(a) A 20-second commercial?

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Yes	5	2	3	3	2	1
No	232	98	86	97	146	99
Total Respondents	237	(100)	89	(100)	148	(100)

(b) A 30-second commercial?

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Yes	8	3	4	5	4	3
No	224	97	84	95	140	97
Total Respondents	232	(100)	88	(100)	144	(100)

(c) A one-minute commercial?

	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Yes	68	29	24	28	44	29
No	168	71	62	72	106	71
Total Respondents	236	(100)	86	(100)	150	(100)

it becomes a budget problem."

Alice Ross, timebuyer, Heineman, Kleinfeld, Shaw & Joseph, New York.—"The length of a tv commercial is not nearly as important as its creation and delivery. Some 10-second IDs can be bores while a one-minute would hold the viewer's interest almost as well as if it were a short, short story. The creativity behind a commercial is the most important."

Lucille Widener, timebuyer, Victor & Richards, New York.—"I believe that the originality and the quality are so important that with the right conditions, a shorter commercial of such originality would sell better than a minute commercial of poor quality."

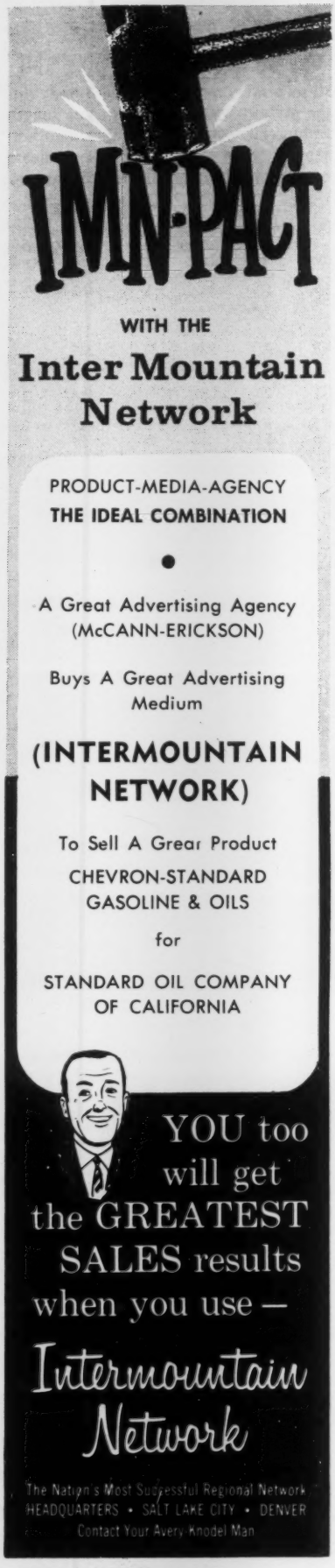
Rita G. Eastman, chief timebuyer, Van Sant, Dugdale & Co., Baltimore.—"Never take 60 seconds to say something that can be said effectively in 20 seconds or 10 seconds. Remember: brevity is the soul of wit. The public just loves short-sweet-smart commercials."

Joan Mandel, media supervisor, Edward H. Weiss, Chicago.—"Why aren't some more 60-sec. spots made available during daytime by all three networks? This would lighten load on demand for minutes, reduce number of different commercial messages during an average daytime hour."

Thomas L. Spengler, radio-tv director, Godwin Adv., Jackson, Miss.—"The 90-second commercial is an interesting length to work with and tv stations could make a greater effort to sell it where such a length is no hindrance to their programming—e.g., inside feature-film programs."

The ID • Everybody likes the ID. Eight out of ten panelists have recommended it to clients and, according to the report, the rest say they would do so under certain circumstances. Its most frequent uses, in rank order, are as a reminder of brand name and package; to repeat major sales points; as a teaser; and to launch a new product.

Other reasons given for ID usage: to reinforce product image; to carry basic campaign theme; for a "sloganized" sales message; in short flights for immediate sales pick-ups; for high saturation at low cost; to tie-in with na-



tional advertising (retail); for information about store hours, etc. (retail); to call attention to a price cut or product change; to augment longer announcements; for new premium promotions; for greater copy flexibility; to support consumer contests; to reach a male audience in prime hours; to put across a special offer; to secure better rates by earning "plan" discounts; to obtain network program adjacencies.

But while buyers consider IDs efficient vehicles, they also attach some qualifications. Among the comments:

Ralph S. Freeman, radio-tv director, Ross Roy, Detroit.—"Have used the ID many times. In almost every case it was to augment other media schedules, taking advantage of a low-cost saturation package to register brand name, package (or logo) and maybe one selling point to a mass audience. In some cases (it is) the only way for a low-budget advertiser to reach the mass audience at all."

Frank Mahon, media supervisor, William Esty Co., New York.—"We have recommended the use of IDs in areas where our clients' product is well known. IDs serve as quick reminders and offer frequency and reach. In other areas, we recommend (IDs) only as introductory campaign on top of recommended, continuing schedule of 60- or 20-second spots and/or programs."

Bruce Stauderman, tv-radio vice president, Meldrum-Fewsmith, Cleveland.—"Use IDs when other commercial lengths were not in good supply and when the campaign was based largely on previously purchased minutes and 20's and/or strong exposure in other media. In other words the ID was to serve only as support."

Exact Time • Forrest G. Meyer, partner, Clair & Meyer, Denver.—"We believe a so-called 10-second commercial ought to be 10 seconds in length. It is now referred to above as an '8 or 10-second ID'—the network is crowding the station now to the point where we are advised to cut sound tracks to 6 seconds. Let's don't destroy it!"

Marguerite Sowaal, media buyer, Stromberger, Lavene, McKenzie, Los Angeles.—"In order to achieve the greatest saturation possible in a very competitive market at a very competitive time, a recommendation for ID announcements allows greater freedom in selecting adjacencies and triples the number of total impressions on the audience at a time when needed to combat competition. Should not be recommended in most cases for a new product or a product change."

Sam B. Vitt, media supervisor, Doherty, Clifford, Steers & Shenfield, New York.—"Our recommendations of ID campaigns have generally involved two types of advertisers: type 1 where budget is no problem and type 2 where budget is a problem. For the former, the ID recommendation has usually been made for (a) new product introduction where IDs permit an aggressive, intrusive, quick dissemination of the news, penetrating the market deeply, frequently and efficiently, and (b) problem markets where IDs permit efficient gross tonnage of commercial impressions to be showered against the markets. There are, of course, other equally desirable usages of the ID. . . . For the limited budget advertiser we have made ID recommendations even while recognizing that longer copy would probably be desirable. The reasons supporting the recommendations have generally been ones of getting the advertiser into television so that he may reap its dynamic benefits, but getting him in with the sufficient combination or frequency and efficiency that would be most likely to insure his objectives."

Half-minute Spots • In many markets the 30-second length is not available, which means its production costs can be "prohibitive." Only two out of ten buyers say they have recommended it to clients. Some panelists don't think the extra 10 seconds is worth the bother. But "a great many other," the report notes, would use it under certain conditions: for instance, if 30-second spots became available in prime time; if the product needed the extra length; if more stations offered them; if a tie-in with local dealers could be arranged following network programs—and if the cost was not prohibitive.

The most important thing about a 30-second length, to most buyers, is the exclusivity it gives in a station break. Other factors rated important are, in order, adjacency to high-rated network shows; availability in prime time; and its 50 percent greater length than the 20-second spot (Table 9).

Even with these advantages, half the respondents did not consider the 30-second spot a good buy if it cost as much as a 20 and a 10 combined; four out of ten thought it was worth the same as a 20 and a 10 (Table 10).

The 30-second length generated comments pro and con. Examples:

Charles Campbell, media director, MacManus, John & Adams, Bloomfield Hills, Mich. — "Thirty-second spot would be great but will further limit amount of prime time to go around. Thirty-second spots are particularly good for automotives. I think we'll see more of them some day."

Richard Pickett, senior media buyer, Foote, Cone & Belding, New York.—"This length has been recommended for two basic reasons: (1) an involved copy story which will not fit into a 20-second length but prime time is desired; (2) when testing a national use of a 30-

Now
Celebrating
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Anniversary
WMAR-TV
CHANNEL 2
SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND
Sylvia Scott, Hostess of
"The Woman's Angle"
Mon. thru Fri., 1-1:30 P.M.
CBS
Contact Your KATZ Rep.

second or minute in network, it is desirable to simulate network by buying prime time. Problem: 30's are not generally available and better positions are usually taken by 20-seconds or 10-seconds or both.

"There would probably be some justification for attaching a premium to 30-second lengths on the premise that exclusivity is important. However, the extra cost should entitle the station to preempt other lengths or a 30-second advertiser would not secure good adjacencies. Also, there is a question as to how long 30-seconds would remain exclusive and not be spotted with an ID. Therefore, premium should not be excessive."

Edward C. Jones, radio-tv director, Barlow Agency, Syracuse.—"Thirty-second announcements are long enough to tell a selling story on certain items that are simple in themselves. Dairy products, for example, do not require long copy or demonstration to put their qualities across. Appetizing food shots, mouth-watering copy, indelible association of the brand name and package with high quality, economy, or what have you—all can be done in 30 seconds. A minute spot often becomes badly paced because of lack of things to say."

R.A. Gilbertz, media director, W.E. Long Co., Chicago.—"I'd like to see the 10's and 20's abolished and 15's and 30's used. The added time would make for more efficient short-length spots. Should also lessen the demand for 60's and in more income without getting into 30's and the additional budget for production."

Frank Mahon, media supervisor, William Esty, New York.—"I firmly believe that the initiation of 30-second spots would improve television and would create a much better climate for selling. The current 20-second-10-second setup gives the appearance of a subway rush, with everyone rushing to get on before the doors (next program) close. Additionally, the plea for 60-seconds in prime time would be partially answered with the 30-second spot."

W. Kane, media supervisor, N.W. Ayer & Son, Philadelphia.—"I don't think 30's are the answer. The length is not that much more satisfactory than 20's. We need more minutes at higher costs. Cost of minute should be 160 percent to 175 percent of a 20-second break."

Syd Cornell, tv-radio director, Hollman Adv., Cincinnati.—"I see nothing terribly wrong in the length breakdown as it is, though I have often thought that a minute spot situation could lend itself to a 40-20 breakdown, making more sense than a 60 plus 10 spacing, particularly in the post-network news, sports and weather area."

Kal Kan rock 'n roll • An animated tv commercial in which a dog extolls Kal Kan Foods Inc.'s pet foods in rock 'n roll tempo spearheads the Los Angeles company's fall campaign which started Wednesday (Oct. 14). The dog gyrates to the lip-synced voice of Jerry Wallace accompanied by enthusiastic screams from female dogs and cats. Created by Playhouse Pictures, Hollywood, Calif., the same sound track will be used as a radio commercial. Kal Kan's agency: Stromberger, LaVene, McKenzie, Los Angeles.

Ralph S. Freeman, radio-tv director, Ross Roy, Detroit.—"We've never used 30-second spots, but I think they could be extremely effective. I also believe that the effectiveness of 8 or 10-second IDs is too frequently diminished by improper use and content, notably by local advertisers. Isn't this an opportunity for stations to render some extra service?"

Combinations • A schedule of minutes plus IDs, offering more rating points, more reach and more cost-efficiency than minutes alone, was favored by 8 out of 10, opposed by 1 in 10 (Table 7).

The panelists also showed unanimity in opposing the promotion of two products in one commercial: 98 percent consider it poor practice in a 20-second commercial, 97 percent think it would be no better in the 30-second length; but 30 percent think it can be good business in a one-minute spot (Table 6).

Length and "Recall" • The one-minute length's superiority over a 20-second spot, in terms of recall value at time of shopping, is more important for high-priced hard-good products than for low-priced fast-turnover items, the panelists reported. Where 71 percent feel the one-minute spot promotes "much greater" recall for high-priced hard goods, only 20 percent feel the same way when low-priced items are being sold (Table 11). Their views on the recall value of the 20-second length, as compared to 10's, followed similar patterns (Table 12).

Advertisers should scan 'all media'

Advertisers must think in terms of "all media" to effect their ultimate objective of sales, Robert F. Hurleigh, Mutual president, told a meeting of the Assn. of Advertising Men & Women in New York last Tuesday (Oct. 13).

Mr. Hurleigh noted that no one medium is "the cure-all" in advertising because each has "its own particular limitations and its own particular failings in relation to the product in whose behalf it is being used." He claimed that many advertisers today are following "defensive, me-too, follow the leader policies, particularly in broadcasting." He added:

"Even though their merchandising policies call for differential in support advertising, some manufacturers decide on specific network television or radio campaigns, pin-pointed spot drives in both media, simply because their competition is following this practice. They take the tack—if Joe does it this way, we've got to follow suit."

Mr. Hurleigh departed from his prepared text to brief the audience on developments at Mutual in recent months, including its petition for bankruptcy, the Dominican Republic suit and the various ownership changes at the network.

During a question and answer period, he reported that Mutual sales "are coming along remarkably well, and, in fact, only one advertiser dropped out of our schedule this past summer." He added that this particular advertiser withdrew because he was not certain at the time that WOR New York would re-affiliate with Mutual (WOR since has renewed affiliation for nighttime schedules), but since has bought time on Mutual again.

Holiday sponsor

KADY St. Charles, Mo., has signed Laclede Gas Co., St. Louis, to be sole sponsor for six days of programming in the next year. Laclede's all-day sponsorship will be on Christmas Day, New Year's Day, Easter, Memorial Day, Fourth of July and Labor Day. Agency: D'Arcy Adv., St. Louis.

TOP / ACCEPTANCE

MORE / LISTENERS
THAN / ALL OTHER STATIONS COMBINED!

LOWEST COST / PER / THOUSAND

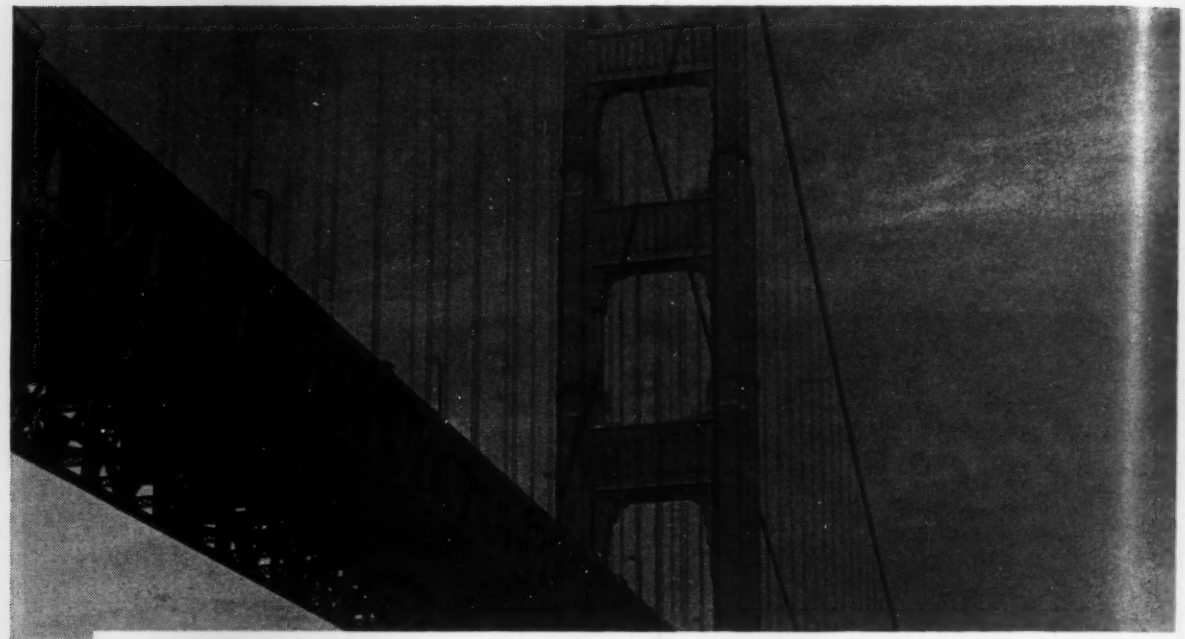
WCCO RADIO

MINNEAPOLIS • ST. PAUL

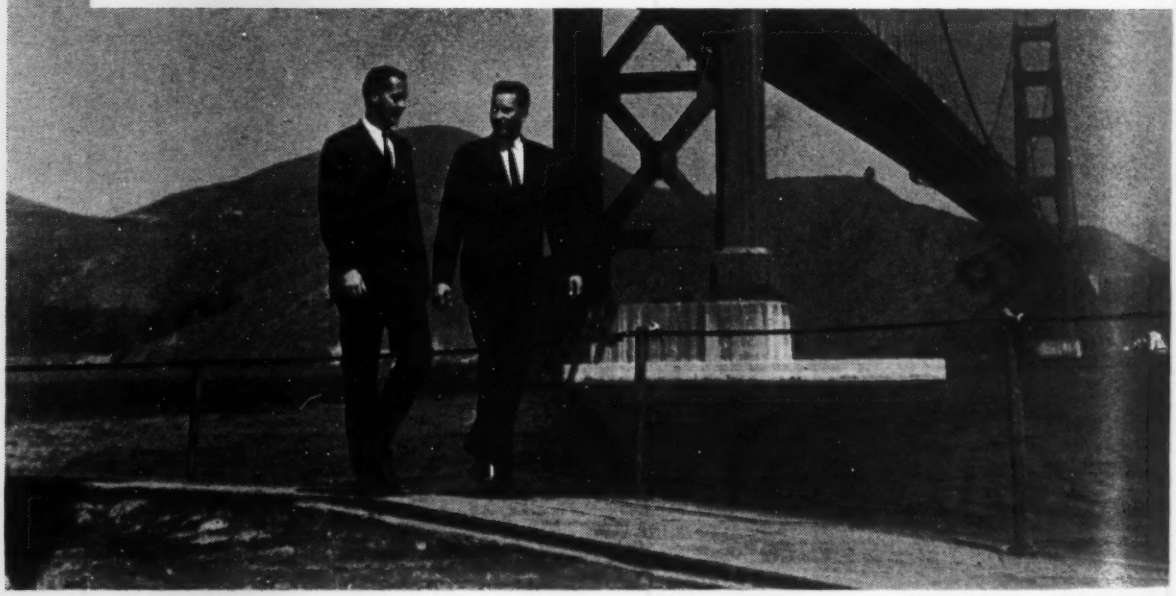
The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Take 'em by ear . . . and woo 'em with your story, for WCCO Radio delivers the audience you want . . . 1,022,610 radio families in 114 basic area counties with $5.8 billion to spend. More listeners than all other Minneapolis-St. Paul stations combined! Lowest cost per thousand, too . . . less than half of the average of all other Twin Cities stations. Thirty-five years of top acceptance. Just the climate you want for results.

Source: Nielsen Station Index, Jan.-Aug., 1959 Station Total, 6 AM-Midnight, 7 day week.

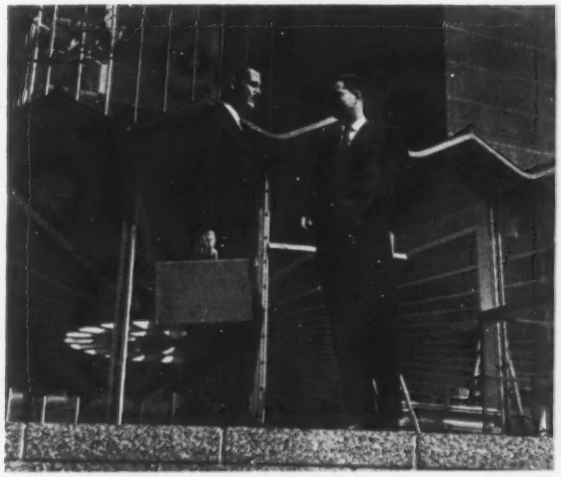


KABL Music is San Francisco...



Jack Davis, of the Daren F. McGavren Co. Los Angeles office visits San Francisco's new rating leader, KABL, a McLendon station. Four weeks out of every year, Daren F. McGavren salesmen and managers work as local salesmen in McGavren Stations. Arriving at KABL, Davis was greeted by new ratings—KABL number one in morning San Francisco audience with afternoons number two only to San Francisco Giant baseball.

Bok Reitzel, Homer Odom and Jack Davis (McGavren Company Los Angeles) discuss KABL's remarkable Pulse and Hooper ratings and amazing response to KABL's good music programming. In such discussions, McGavren men gain a thorough understanding of each station's local sales plans.

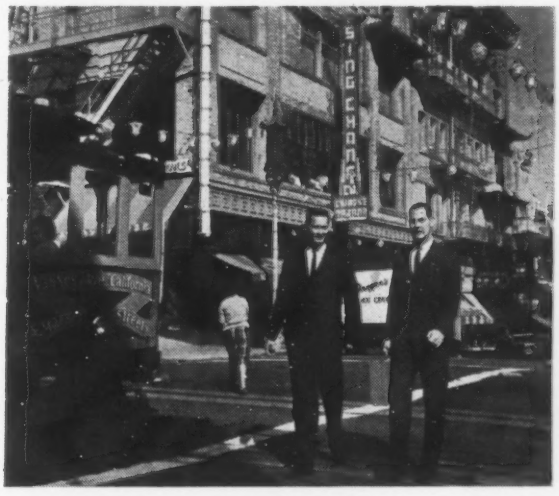


Fact that KABL is first good music station in American History ever to hit first place in a metropolitan market is discussed by Jack Davis and Homer Odom. Here they are ready for next agency call to present amazing KABL story to advertisers.

for facts you can use about San Francisco

. . . ask the man who knows!

Davis and Odom inspect KABL supermarket display in San Francisco grocery chain using KABL schedule. Both discuss fact that KABL's good music attracts homemaking housewives. McGavren men follow campaigns from agency to actual point of purchase.



Through San Francisco's Chinatown, Odom and Davis hear KABL music everywhere. Listenership from all races makes up KABL's number one position in San Francisco. On trips like these, the man from McGavren gets to know his markets and stations.

KABL *represented nationally by*

DAREN F. McGAVREN CO., INC.

Radio and Television Station Representatives

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • SEATTLE • ST. LOUIS

. . . ask the man who knows!

Schwerin denounces tv buying by 'numbers'

Too many tv advertisers are blindly affiliated with "numerology," or buying by the numbers, with the result being overemphasis on "blood and thunder" programs, the research field's Horace Schwerin told the Chicago Broadcast Advertising Club last week.

Speaking at the Sheraton Towers Hotel Wednesday, the president of Schwerin Research Corp. likened the decisions of "group professional management" to an "octupus waving its slide rule." Management, he said, is often overly-impressed with data for data's sake, without regard to certain qualitative factors. It's more the pity, he said, that such management has replaced the decision of the good old-fashioned "individual enterpreneur" in company circles.

Despite cautions that commercials placed in "blood and thunder shows seldom get efficient results in getting people to choose the brands advertised, much less create desirable "company" impressions, television research mainly has been substituting for judgment rather than aiding it, Mr. Schwerin felt. And notwithstanding circulation factors, the industry is confronted with a "Frankenstein," he charged. Despite protestations to the contrary, he said, over 95% of tv programs are bought by numerology and "the slide rule."

A "blind reliance" on buying-by-the-numbers, Mr. Schwerin asserted, actually can alienate great numbers of the population by appealing only "to the lowest common denominator" and beget poorer sales results. His reasoning: ratings affect circulation; circulation is maximum opportunity; but circulation treated alone is a false yardstick. His major proposition: Today's timebuying is often off base.

Schwerin studies repeatedly have shown, he pointed out, that so-called blood-and-thunder shows are hardly the arena for good commercials and managements which would "recoil in horror" at the thought of advertising in lurid crime magazines "calmly but irrationally" spend millions of dollars associating their products with such programs.

Alberto-Culver goes from scratch to success with tv

Alberto-Culver, an $8 million tv client for its hair care products, says there's gold in the hairdressing field to be mined through television advertising. And to prove it, the company opens its history book:

In the early 1950s, A-C did a busines of a few hundred thousand dollars annually catering mostly to Hollywood's film colony. In 1955, the company's total advertising budget, of which broadcast media received a mere trickle, was only $100,000.

In 1956, the company discovered television, and by 1958 it was spending $3 million for network and spot tv.

This year, Alberto-Culver is allocating about $5 million for network and $3 million for spot tv—99% of its total ad budget.

Alberto-Culver and Wade Advertising agency officials credit tv for the company's phenomenal growth. Leonard Lavin, formerly merchandising director for Stoppette deodorant, purchased the company in 1955 and moved it from the west coast to Chicago. Since making the decision to dive head-first into tv advertising, A-C has been swimming along with its revenue charts constantly climbing (as much as 116% in one period).

Decent Profit • While Mr. Lavin won't discuss sales figures, cosmetics experts estimate A-C's business at about $50 million annually. Mr. Levin admits: "We're solvent. We make a fairly decent profit." He continues, "Helped by tv, by proper merchandising, good products and research, we've bucked the biggest in the country."

Mr. Lavin terms A-C's advertising approach as "rifle-shot advertising." He says, "We aim at the greatest number of potential users of our products."

A-C currently advertises its products (Alberto VO5 Hairdressing and Conditioner, Rinse-Away Dandruff Remedy, TRESemme Hair-Coloring and Alberto Command (hairdressing for men) in about 30 markets with spot-tv (with an average of 20 announcements weekly in each market) and on 12 network shows: ABC-TV's *Black Saddle, Bob Cummings Show* and *American Bandstand,* plus NBC-TV's *Lawless Years, Jack Paar Show, It Could Be You, Treasure Hunt, Price Is Right, Concentration, Tic Tac Dough, Truth or Consequences* and *Queen for a Day.*

Norman E. Cash, president of Television Bureau of Advertising, points to the Alberto-Culver story as one of the "many legends" in the short history of the television medium. He explains: "A small company with an excellent product to sell, Alberto-Culver began in network television with a quarter-hour purchase in 1956. Each year, sales and television advertising expenditures grew."

Working closely with Alberto-Culver is its advertising agency, Wade Advertising. A.G. Wade II, agency president, notes: "The television networks and stations used should surely share in the credit for this remarkable success, because it was with their assistance that this fine record was achieved."

Mr. Lavin concludes: "We have proved our 'rifle shot advertising' works. Our advertising formula brings the maximum number of purchasers into retail outlets for every dollar spent."

Sold to women via tv

For the male coiffure

CHANNEL 3
KTBS TV
SHREVEPORT LOUISIANA
BIG
FOURTH ANNIVERSARY
Shreveport's Channel 3's fourth anniversary is BIGGER than ever . . . BIGGER shows . . . BIGGER stars . . . BIGGER entertainment . . . BIGGER coverage.
When you specify KTBS-TV, the BIG station in Shreveport, you cover a market over four times BIGGER than Shreveport's metropolitan area in population and income according to every Nielsen survey.
Get the full story on this market of 1,318,600 people with $1,661,784,000 to spend from your Petry man. You'll see why KTBS-TV is Shreveport's BIG station where things are done in a BIG way!
NBC-ABC
Represented by
Edward Petry & Co., Inc.
The Original Station Representative
KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA
E. Newton Wray, Pres. & Gen. Mgr.

'1960 TECHNIQUE' FROM RAB

Offers oil companies $20,000 to research ad campaign to "dominate auto audience"

Radio Advertising Bureau, New York, last Monday (Oct. 12) offered to invest $20,000 to help an oil company research a radio campaign designed to "completely dominate the automobile radio audience." The offer came from Kevin B. Sweeney, RAB president, in his radio advertising presentation before the marketing research committee of the American Petroleum Institute, meeting in Colorado Springs, Colo.

In the discussions among representatives of five major media on relative effectiveness of ad media for oil companies, Mr. Sweeney predicted that "As Arab chieftains increase their demands for a bigger share of the oil production dollar, major oil companies will lay more stress on efficient marketing for greater profitability." He indicated that increased oil company investment for radio campaigns must come as a result of the medium's "known superiority in reaching service station customers." The $20,000 investment would be used to show the oil companies "the 1960 technique" for using radio most effectively, he said.

Radio Accessory • On another RAB front the same day, at French Lick, Ind., Warren Boorom, RAB vice president, told the fall meeting of the Automotive Advertisers Council:

"There's only one accessory in the automotive world that's also an advertising medium in itself—auto radio."

Chiding the group for sitting by while other advertisers were "tapping the family oil well," Mr. Boorom cited the numbers of advertisers "who have been quick to see advantages of the huge audience automobile radio delivers." He also pointed to the "few manufacturers in the automotive aftermarket who've taken advantage of the unique advantages radio offers to them."

Mr. Boorom backed up the advice with RAB research findings which show that more than half of all gas station customers are exposed to radio before they drive into the station, and that these customers spend three times as much time with radio as with any other advertising medium. Of the estimated 62% of all service stations having a working order radio, 66% of them listen to radio more than five hours daily, he said.

Among Mr. Boorom's hypothetical questions to the auto advertisers: "What better time to sell seat covers than when junior drips a cone? What better time to sell batteries than the morning when the original equipment almost doesn't turn the engine over? What better time to sell wipers—than during rain or snow storms?"

Car Washers' Plan • Speaking in Detroit before the fifth annual convention of the Automatic Car Wash Assn. Oct. 7, the RAB president laid down six principles for that group to expand their $1 million-a-day business through radio advertising. Mr. Sweeney's points were:

• Advertise principally for your good days. Don't waste your advertising dollars in any media trying to make a good day out of a rainy Tuesday.

• Concentrate on your prospects. Men, who do most of the family car washing, are particularly easy to reach on Saturday and Sunday and radio prices these times advantageously.

• Showmanship is a part of many successful auto wash operations. Look to radio stations for completely tailored promotion.

• Look to radio stations for help in setting up advertising schedules designed to reach all different types of prospects.

• Expect no miracles from your advertising. You may have five flops before you have a success that will more than make up for the flops.

Christmas Sales Tool • "Sales Ideas . . . Open Before Christmas," is the title of an RAB booklet mailed last week to member stations for use in attracting retailers to pre-Christmas radio campaigns. Among the 50 traffic-building tips:

• Spot your child's voice—Store airs taped Santa Claus interviews with kids as part of regular radio campaign. Prizes are awarded to parents who correctly identify their youngster's voice.

• Yule "off the ground"—Retailer uses radio to announce that at a specified time a helicopter will drop decorated ping-pong balls over the store's parking lot. Shoppers snaring balls marked with lucky numbers are awarded free Christmas decorations.

Midwest AAAA hears ad 'image' suggestions

Propagation of a new "image" for advertising—from the vantage point of morality, public relations and education—highlighted sessions of the American Assn. of Advertising Agencies' central region meeting in Chicago last week.

More than 500 midwestern agency representatives attended the 22nd annual meeting at the Drake Hotel Oct. 15-16, with most workshop sessions centering around creativity.

Frederick R. Gamble, AAAA President, and Robert Ganger, AAAA board chairman, spoke on advertising's image during closed, off-the-cuff management sessions Thursday. Mr. Gamble discussed industry public relations and "The New Morality in Advertising," while Mr. Ganger traced factors responsible for the public's concept of "hucksterism" toward that image. Mr. Gamble spoke on "The State of the Industry."

Out of both talks came strong suggestions for a concerted campaign to give advertising a new face and to counteract unfair criticism.

Other management meetings were devoted to details on the move of Advertising Federation of America headquarters to Washington, agency profits and expense accounts, an advertising council report on "Psychological Warfare Against Recession," the rating and promotion of agency people, merger and other agency trends, and the need for better education for advertising. Alexander H. Gunn III, vice president of J. Walter Thompson Co., Chicago, presided as chairman of the AAAA central region.

Hearing aid industry adopts practices code

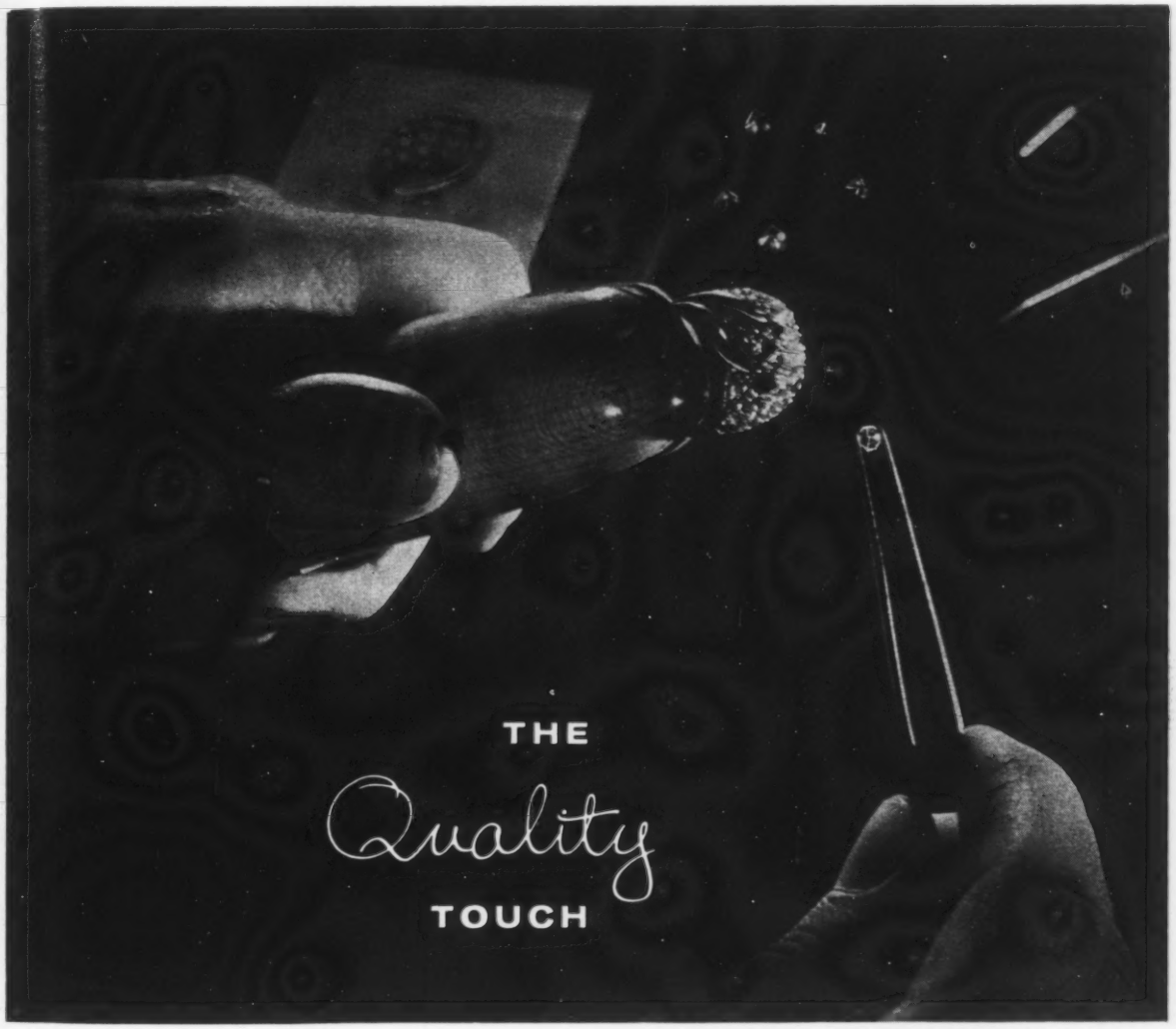
A new ethical practices code governing bait advertising and other aspects has been adopted for the hearing aid industry by its national trade organization.

The Hearing Aid Industry Conference announced "rigid industry-wide" standards under a new voluntary code of ethical trade practices. Industry also will ask all advertising media and local better business bureaus "to assist by such means as not accepting ads that violate the code," according to Leland A. Watson, president of HAIC.

The code is intended as a guide for distributors, dealers and salesmen as well as manufacturers.

The code emphasizes such areas as (1) advertising and other promotion announcements, (2) retail consulting functions, (3) research activities and (4) servicing of industry products.

Bait advertising is among the practices specifically prohibited by the code, with these particular references: (1) advertising a particular model that cannot be demonstrated by or purchased from the advertiser; (2) use of the name of a manufacturer who does not authorize such use and (3) false advertising about product characteristics.



Jewelry design by BELLOCHIO — Dallas

From pencil sketch to exquisite finish, only the brilliance of the precious gems outshines the quality reflection of the master jewelry designer.

When this same "quality touch" is possessed by great television and radio stations, the all-important quality reflection shines in many ways!

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

radio & television · dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

P&G AD SAVVY RECOMMENDED

Emulate tv's best client, TvB exec urges

Look at Procter & Gamble — "our own best client" in tv—and see if we cannot follow P&G's example and make more profit.

This approach was proposed by George Huntington, vice president-general manager of Television Bureau of Advertising, who with the bureau's Station Relations Director William MacRae, presented a two-part report to the opening NAB Fall Conference in Washington (see story, page 58). Included were the first formal public showings of "How to Reach People," an audience composition study (BROADCASTING, Oct. 5), and a newly-assembled story of "tv basics" for the consumption of the financial element.

P&G, said Mr. Huntington, has sales of $1.25 billion and an ad budget of $98.6 million of which $84.5 million or 85.7% goes to television.

This advertiser, he said, has developed four ways to make money: (1) belief in advertising generally, (2) belief in tv advertising, specifically, (3) diversification, and (4) new products.

Adapting these to the tv broadcaster, Mr. Huntington said, it's questionable whether many broadcasters believe in advertising; he suggested stations and networks should advertise more. How often does a station or network mention its circulation on the air—or buy time on other stations rather than space on competing media? he asked.

P&G diversifies with cake mixes and other foods, it doesn't sell just soap any more and, Mr. Huntington commented, broadcasters can emulate this by abandoning the idea of a single "prime time" —there are many prime times. New program types ought to be offered, he suggested, particularly for the minority audience. When P&G hits a peak in sales for a product (Tide, for example), it doesn't push for still more sales but develops another product which starts from scratch (Blue Cheer, for example), he said, recommending that broadcasters do the same by going after new dollars rather than pressuring the high-budgeted tv advertisers to go still higher.

Mr. Huntington said one way to go after the new dollars is to get the tv word to financiers, the people to whom non-tv advertisers or non-advertising companies must consult when creating new advertising budgets. Hence, he said, the importance of the tv basics presentation for financial experts, banking people and the like.

R. J. Reynolds tops Nielsen Radio Index

The summer's nip and tuck battle between R.J. Reynolds and Liggett & Myers for domination of network radio ended in August. In the Nielsen network report for four weeks ending Sept. 6, Reynolds Tobacco appears in top position both in number of home broadcasts and commercial minutes. Liggett & Myers dropped to 15th and 20th positions in these respective categories.

Time Inc. capped a steady climb in past months to take second place in both current lists. Lewis Howe Co. (Nature's Remedy, Tums) also sustained an upcurve, landing in No. 4 and No. 3 positions below (see figures). General Foods Corp.'s No. 3 rank in total broadcasts is the highest spot that advertiser has hit in recent report periods.

The Top 20 lists:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Reynolds, R. J. Tobacco	358	126,049
2	Time Inc.	214	99,804
3	General Foods Corp.	157	76,905
4	Lewis Howe Co.	145	63,352
5	Midas, Inc.	126	60,287
6	Ex-Lax Inc.	94	46,732
7	Socony Mobil Oil Co.	129	45,305
8	American Tel. & Tel. Co.	212	44,689
9	Tyrex Inc.	93	41,940
10	Chevrolet-Gen. Motors	136	40,742
11	Armour & Co.	81	36,049
12	Automotive-Amer. Motors	88	33,975
13	Grove Div.-Bristol-Myers	90	33,926
14	Bristol-Myers Co.	52	33,524
15	Liggett & Myers Tobacco	95	30,662
16	Carter Products, Inc.	114	26,552
17	Firestone Tire & Rubber	48	26,212
18	General Mills Inc.	66	25,864
19	Greyhound Corp.	70	25,463
20	Electric Auto-Lite Co.	43	24,826

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Reynolds, R. J. Tobacco	223	73,847
2	Time Inc.	150	66,488
3	Lewis Howe Co.	109	45,103
4	Midas Inc.	94	42,376
5	Chevrolet-Gen. Motors	124	37,694
6	General Foods Corp.	70	34,595
7	Wrigley, Wm., Jr. Co.	60	34,422
8	Armour & Co.	81	34,074
9	United Motors-G. Motors	68	31,890
10	Ex-Lax, Inc.	66	31,349
11	Tyrex, Inc.	69	29,413
12	Staley, A. E., Mfg. Co.	71	28,804
13	Bristol-Myers Co.	45	27,471
14	Carter Products Inc.	121	26,382
15	Hudson Vitamin Products	110	26,253
16	Automotive-Amer. Motors	66	23,999
17	American Tel. & Tel. Co.	121	23,529
18	Firestone Tire & Rubber	41	21,961
19	Liggett & Myers Tobacco	72	21,254
20	CBS Electronics-CBS Inc.	50	19,931

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used.
Copyright 1959 by A. C. Nielsen Co.

FARMER'S MARKET
What agencies want cited at NAB meet

What does an advertising agency want to know about a radio station when it is spending advertisers' dollars in farm markets?

Bob Palmer, of the Cunningham & Walsh media department in New York, told NAB's opening Fall Conference in Washington (see story, page 58) the media man wants extensive information about stations based on marketing objectives. His presentation of farm radio problems was scheduled for delivery Oct. 16.

Mr. Palmer's appearance included an outline of farm radio advantages prepared by National Assn. of Television & Radio Farm Directors plus a series of his own observations on the factors that influence selection of a radio buy.

The agency wants to know first what part of the 5¼-million family farm market a radio station covers, he said. Second, it is interested in the number of families that might be good customers, reminding that 14% of farms account for half of all farm products bought and sold (gross income of $10,000 or more yearly), as well as the radio

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Oct. 7-13 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Oct. 7	Wagon Train (7:30 p.m.)	NBC-TV	24.9
Thurs., Oct. 8	Big Party (9:30 p.m.)	CBS-TV	27.0
Fri., Oct. 9	Red Skelton (9 p.m.)	CBS-TV	24.1
Sat., Oct. 10	Gunsmoke (10 p.m.)	CBS-TV	25.9
Sun., Oct. 11	Loretta Young (10 p.m.)	NBC-TV	24.3
Mon., Oct. 12	Father Knows Best (8:30 p.m.)	CBS-TV	23.8
Tues., Oct. 13	Startime (9:30 p.m.)	NBC-TV	28.0

Copyright 1959 American Research Bureau

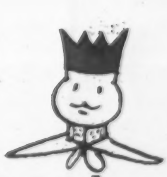
KING MIDAS PACKAGE...

Feature Films with the Golden Touch

HERE are 14 top post-1948 features available immediately. Feature by feature this package will produce the kind of ratings that will give your sales curve a *golden* lift.

Action . . . suspense . . . drama . . . comedy . . . science fiction . . . gives the KING MIDAS package an all around quality for complete audience appeal.

Be sure to be first in your market to talk to the Governor Television man about the KING MIDAS package. Write, wire or call collect . . .



GOVERNOR Television Attractions, Inc.

375 Park Avenue Plaza 3-6216
New York 22, N.Y.
Arthur Kerman, President

Hollywood, California
731 N. LaBrea

of farms with a smaller income. The number of farms is declining, he said, but the marketing value of each unit is increasing.

How many Pigs? • "Next I'd want to know what these farmers raise—how many pigs, chickens, cows, bushels of grain etc," Mr. Palmer said. He said it often is necessary for an agency to dig up this material when not supplied by a station. "This lack of information inhibits your ability to sell your medium," he said.

"I would need a complete dossier of your farm programming," he continued, "not only how many hours a week but an outline of the contents of each show. If I'm buying for a product sold to poultry farmers I need to know if that program gives the latest egg or broiler prices—in other words, what takes place on a farm program."

Mr. Palmer said he is interested in the personality and performance of the farm director as well as his attendance at meetings and whether he owns a farm. But he cautioned against basing a sales pitch on the farm director since the agency wants to know the history of a station's service to agriculture. "The clincher," he added, "is evidence of listenership." He described farm ratings as valuable but also pointed to mail pull and success stories as important.

"Buying media for a major advertiser," he said, "I am interested in the company my client will keep. For this tisers, including the number of years reason a list of farm program adver- they have sponsored this show is most important.

"One last point—one of the most difficult jobs I have is estimating the cost of a proposed schedule. If you would see to it that the times of your farm shows and any talent premiums are listed in your rate card, I could then more accurately predict cost and greatly strengthen my analysis of the medium."

• Business briefly

Time sales

Saga Selling • IXL Food Co., San Leandro, Calif., and Gordon Baking Co. (Silver Cup Bread), Detroit, are among advertisers signed by United Artists for multiple-market exposures of *Tales of the Vikings*. UA sales report shows $750,000 so far for 53 markets in month-and-half since series was offered. Compton Adv. and W. B. Doner Co. are IXL Food Co. and Gordon agencies respectively.

Kellogg back • The Kellogg Co., Battle Creek, Mich., program sponsor on CBS Radio from 1932 to 1957 when it dropped the medium, returns to CBS in mid-November with close to $1 million worth of program sponsorships signed. In addition to previously announced *Arthur Godfrey Time*, Kellogg bought 12 weekly two and one-half-minute units of *House Party*, a group of daytime dramas and eight weekly five-minute dramatic program segments. Agency: Leo Burnett Co., Chicago.

In wake of quiz probings • Standard Brands Inc., N.Y., through Ted Bates & Co., last week shifted its one-quarter hour per week sponsorship of NBC-TV's daytimer, *Tic Tac Dough*, to participations in three other afternoon programs on the network. Two named last week were *It Could Be You* and *Young Dr. Malone*.

Jet fuel • Further spot support of United Air Lines jets is in store this year and early next, as the service moves to Washington and Baltimore. Routes to New York, Chicago, Los Angeles and San Francisco have been heralded by three-week schedules on radio and 9-12 weeks on tv. Last of the first four airports to get United jets is Chicago, where the service debuts Thursday (Oct. 22). Total radio exposure is calculated by agency, N.W. Ayer, Philadelphia, at 407 commercial minutes, based on 30-seconds and minutes on 36 stations and including regular shows. Tv spots are 20-second, six weekly, two stations each city.

Agency appointments

• Unexcelled Chemical Corp. N.Y., named Fletcher Richard, Calkins & Holden, N.Y., for fertilizer to be introduced middle of December. Client, heretofore industrial supplier of fertilizer, chemicals and aluminum products, will start fertilizer campaign in suburbs of Westchester, Long Island and New Jersey. Sandford C. Smith is Fletcher Richards supervisor on account and John E. Shephard is account executive.

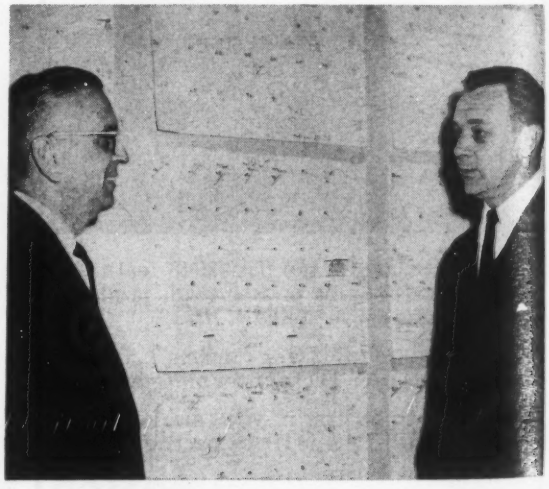
• Salada Junket Div. of Salada-Shirriff-Horsey Inc., Boston, names Doyle Dane Bernbach, N.Y., effective Oct. 15.

• Also in advertising

Audience study • Trendex Inc., New York, last week announced a special study for evening network television on audience composition and viewer ages will be conducted for one full week of programs in mid-November. Using a sample size of 1,000 calls per half hour in the same 25 cities which form the normal Trendex sampling, the company will offer its study to networks, agencies, advertisers, station representatives and other personnel following its publication in early December.

Tv speed-up in Fort Wayne • New ad schedules serve as wall "pinups" at Patterson Fletcher, Fort Wayne specialty store, which has decided on the basis of ad campaigns prepared for it by Television bureau of Advertising to launch its tv test immediately, advancing the project start from Jan. 1, 1960, initially set. Dwight Shirey (l), the store's president, is shown with TvB President Norman E. Cash. Also as part of Patterson Fletcher's year-long project to focus retailers' attention on tv (BROADCASTING, July 20): WANE-TV, Corinthian station in Fort Wayne, will produce the commercials and cooperate with the store on scheduling, while the store will make available test results for the benefit of other retailers.

The store's advertising campaign will last a year and seasonal data will be tabulated and analyzed. TvB reports that the project marks the first time it will be cooperating with a retail establishment on a year-long effort that will share findings with other merchants.



Let's look at it another way!

The Broadcast Advertisers Reports, Inc., recently released a study, widely circulated through its BAROMETER newsletter, that attempted, among other things, to measure the effectiveness of television representatives (with three or more stations in 24 principal three-or-more station markets). The yardstick was the number of spot announcements placed by the 25 largest television Spot advertisers on the 90 stations involved.

BUT let's look at it another way!

What happened among *all* advertisers in the *same* markets during the *same* quarter (the second, 1959) as reported by RORABAUGH? Using a yardstick of all advertisers, not only provides a broader measurement, but also minimizes the effect of package deals involving large blocks of spots at possibly special inducement rates.

Our hats are off to CBS Spot Sales! Blair-TV placed more advertisers on the stations it represents (as it did more announcements in the BAR report) but CBS Spot Sales, with those company-owned flagships, averaged 164.4 advertisers per station.

Who finished second?

> *BLAIR-TV with an average of 156.6 advertisers on its 15 represented stations—twice as many stations, hence twice as many opportunities for unusual variations as were included in the report for CBS Spot Sales.*

Does this mean that Blair-TV is more effective than all the other remaining representatives? Not necessarily so! How unfair any one such comparison can be! Our prized station in Chicago—ABC Television's WBKB—was fourth according to BAR, yet FIRST according to Rorabaugh.

One might consider another yardstick—the number of national spot dollars the representative puts in the cash registers of its stations. But comparisons such as these depend upon many factors: the effectiveness of the station itself...the number of stations in a given market ...a network affiliation, in some instances...greater availability potentials of an independent—to name just a few.

We like to measure our effectiveness in terms of dollar volume and thereby satisfied, prosperous clients. We think our stations comprise the best list in the business. And we are particularly proud that our turnover is the lowest, ever since Blair-TV became television's first exclusive national representative over ten years ago.

BLAIR-TV

Television's First Exclusive National Representative

NBC REVEALS ITS FUTURE PATTERN

News, special events, 'Monitor,' along with entertainment programming to network and affiliates are elements in NBC Radio formula

NBC Radio's pattern for the future: news, special events and *Monitor* sold and networked on the traditional network basis; some *Monitor* and news segments supplied to affiliates free or co-op; entertainment programming offered to affiliates on a program-service basis, with stations paying for what they choose to use.

These are the basic elements of the widely awaited formula (BROADCASTING, Oct. 5) which officials reviewed with the NBC Radio executive committee last Thursday and were slated to present, by closed circuit, to all their affiliates on Friday. On the strength of committee endorsement they planned to take it on the road for detailed explanation to affiliates in a series of regional meetings starting today (Oct. 19) in Atlanta (for regional meeting schedule see page 56).

Eventual raising of network rates and a limited expansion of the program service operation to include some non-affiliates of NBC—under certain circumstances—were seen as possible side-effects of the plan, although neither of these was spelled out in the official announcement.

The plan, described as the result of combined efforts of NBC Radio and the affiliates committee working together over several months, would be effective Jan. 1. It contemplates 53 hours 15 minutes of programs fed per week, plus 17 hours 30 minutes available for a fee through the new NBC Program Service, as against the current feed of 75 hours a week. Highlights:

• A weekly total of 22 hours now programmed and offered for sale by the network would become station time;

• So-called "Network Time"—meaning time reserved for sale by the network—would be reduced to 41 hours a week. It would consist of *Monitor*, "News On The Hour," a new analysis-and-commentary series of eight five-minutes a day, *Three Star Extra, News of the World, Gillette Fights*, religious programs, the *Image* series, news specials and the weekly *Grand Old Opry* half-hour.

• The affiliates will be asked to clear 100% for these programs. For carrying them, officials assured, stations will be compensated on the same basis as now.

• In addition to the "Network" programs, affiliates will continue to receive 11 hours of *Monitor* per week with out charge and the Monday - Friday quarter-hour *World News Roundup* on a co-op basis, for local sale.

• Such shows as *My True Story* (now carried Mon.-Fri., 10:05-11 a.m. EDT), *NBC Radio Theatre* (now Mon.-Fri., 11:05-12 noon) and *Its Network Time* (now Mon.-Fri., 2-4 p.m. except for five-minute newscasts) will go into a pool consisting of all sorts of entertainment programs among which affiliates may pick and choose, paying for those they take and scheduling them as they wish in local time. Plans call for 17½ hours of these "Program Service" shows each week at the start, but the eventual total will depend on demand.

• For the program-service programming the cost of each show to affiliates will be figured in multiples of the affiliate's one-minute spot rate for 10 a.m. time. The 10 a.m. rate was taken as the base on the theory that it is nearer average than either early morning (which is higher) or late-afternoon or evening (lower).

• Pricing of the program-service show, officials indicated, will have the objective of covering program costs, not of making money. In setting the charges it will be assumed that approximately 50 stations will buy each one. If that estimate proves low, it was indicated that repricing will follow or the "profit" put into additional services for affiliates.

MATTHEW CULLIGAN
Carves a plan

• Exact composition of the program-service inventory remains to be worked out. Independent packagers will be invited to submit ideas, in addition to any current programming that goes into the library. Authorities said it would include—at the start, according to present plans—two half-hour and two quarter-hour drama strips, 40 five-minute vignettes a week (20 sports, 20 featuring name stars), 20 open-end personality interviews a week which local deejays may insert in their own programming, and two half-hour mysteries.

• NBC hopes to have its program-service shows ready for auditioning on closed circuit to affiliates Nov. 15. It will ask stations for 13-week commitments on those which they choose. It will require in each case that enough sign up to cover its out-of-pocket expense. But if it comes close and yet falls short of getting its money back—here is where general syndication becomes a possibility—then it may solicit sales to non-affiliates to cover the rest of the cost.

Through the new plan NBC obviously hopes to move its radio network to the black-ink position that no radio station has enjoyed since television reached full bloom.

If it succeeds in getting 100 percent clearances—and this is deemed essential to the plan—it may certainly be expected to raise rates. This has been one of the arguments implicit both in support of past pleas for better clearances and in answer to critics' frequent complaints that network pricing generally is so low that it hurts all radio cost structures. NBC Radio's present rates guarantee 85 percent clearance.

Departures from PCP • The NBC plan differs from CBS Radio's Program Consolidation Plan—unveiled a year ago this month—in two major respects. One is the program-service feature, offering programs for a fee. The other is that the traditional method of cash compensation for affiliates is retained, whereas PCP supplies free programs as basic compensation.

The plan was designed, according to network officials, to take into account affiliates' growing dissatisfaction over having so many entertainment programs in the network schedule. This dissatisfaction was attributed to differing local needs—needs that vary according to

Advertisers with a stake in young America can bank on this—no where in the Carolinas will you find children's program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that is changing audience patterns here in your 25th largest television market. Buy right. Buy WSOC-TV—one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

market size, number and type of competing stations, geographic region, local tastes and size of local coverage area. It has become impossible, some NBC officials have said privately, to program entertainment that consistently satisfies 200 different stations.

These variations in local preferences are, in turn, attributed—along with some of the principal objections that critics have levelled against radio networks generally—to changes that have occurred in radio since the advent of television.

According to this line of reasoning, when the old-time network radio's boxcar ratings began to slide, smaller affiliates were the first to get hurt. Big affiliates by sheer coverage were able to maintain rating and position that still commanded hefty national spot business. But the erosion spread gradually from smaller to larger affiliates; independents began getting more and more national spot, and affiliates—and gradually networks—began to increase their reliance on news and to some extent more music in their efforts to compete more effectively with independents.

News Up • It is NBC's position—but not CBS Radio's, obviously—that in evolution soap operas and some other standard entertainment programs lost their effective pull with important segments of radio's audience. But at the same time, as the programming patterns of all radio networks would seem to agree, network news became increasingly important to both stations and audiences.

Thus what NBC Radio is doing, from its own programming and selling standpoint, is playing up news and *Monitor*—which are also its best sellers, representing an estimated 80% of the network revenues—while continuing to offer an entertainment line for those stations that wish to buy from it.

Officials were quoted as saying that the total effect will be to continue and expand the programming that the stations like best, while at the same time offering—through the program service—a library from which each station may select the entertainment shows that best fit the image it is trying to develop locally.

Clearances • Not only sales, but also clearances may be cited in support of the move. *News on The Hour* and *Monitor* reportedly are cleared by stations representing 83 to 86% of the rate card and *News of the World* by 94%, as against 79% for the morning drama block and 76% for *It's Network Time.*

Among the new programs to be offered are eight five-minute news analysis and commentary programs a day, Monday through Friday, to be scheduled on the half-hour from 9:30 a.m. through 4:30 p.m. Analysis will be taken out of 17 daily five-minute *News on The Hour* broadcasts, which will stick to hard news. Analysis will be increased in *World News Roundup* and *News of The World.*

Another new series, *Of Interest to Women*, consisting of eight five-minute broadcasts a day, will be fed at 45 minutes past the hour, 9:45 a.m. through 4:45 p.m., Monday through Friday.

The *Image* nighttime series will be expanded. At least six such programs, between 8:05 and 10 p.m., are planned annually.

News Specials • The specials to include such events as political conventions, elections, President Eisenhower's forthcoming visit to Russia, the World Series and other sports, etc., for an overall average of two hours a week.

NBC authorities say the proposed changes do not require amendments to affiliation contracts. They do require station support and assurances of clearance—but officials said they anticipated no problem on this score because the plan embodies basic features that stations have expressed a desire for.

NBC itinerary

Here is the schedule of regional meetings, this week and next, for which NBC officials will make a 12,000-mile swing to explain details of the new NBC radio plan of operations (see page 54) to affiliates. Matthew J. Culligan, executive vice president in charge of the NBC Radio Network, will head the delegation. He plans to be accompanied by George W. Harvey, WFLA Tampa, chairman of the Affiliates Executive Committee which endorsed the plan last week. First meeting is today (Oct. 19) at Cabano Motor Hotel, Atlanta. Other sessions: Tuesday, Sheraton-Dallas Hotel, Dallas; Thursday, Waldorf-Astoria, New York; Oct. 26, Clift Hotel, San Francisco, and Oct. 28, Drake Hotel, Chicago.

WE'RE MOVING!

Blackburn & Company is moving at least two representatives to each of the Fall NAB Meetings. Special facilities have been reserved at each hotel, where you can come in and discuss your plans and problems in confidence. See you in Chicago, Boston, Atlanta, Fort Worth, Denver, Los Angeles and Seattle.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Changing hands

ANNOUNCED • *The following sale of station interest was announced last week, subject to FCC approval:*

• WLLY Richmond, Va.: Sold by Louis Adelman to Burton and Melvin Levine for $160,000, including assumption of obligations. Burton Levine is owner of WROV Roanoke, Va. The transaction was handled by Blackburn & Co. WLLY is a 1 kw daytimer on 1320 kc.

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RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
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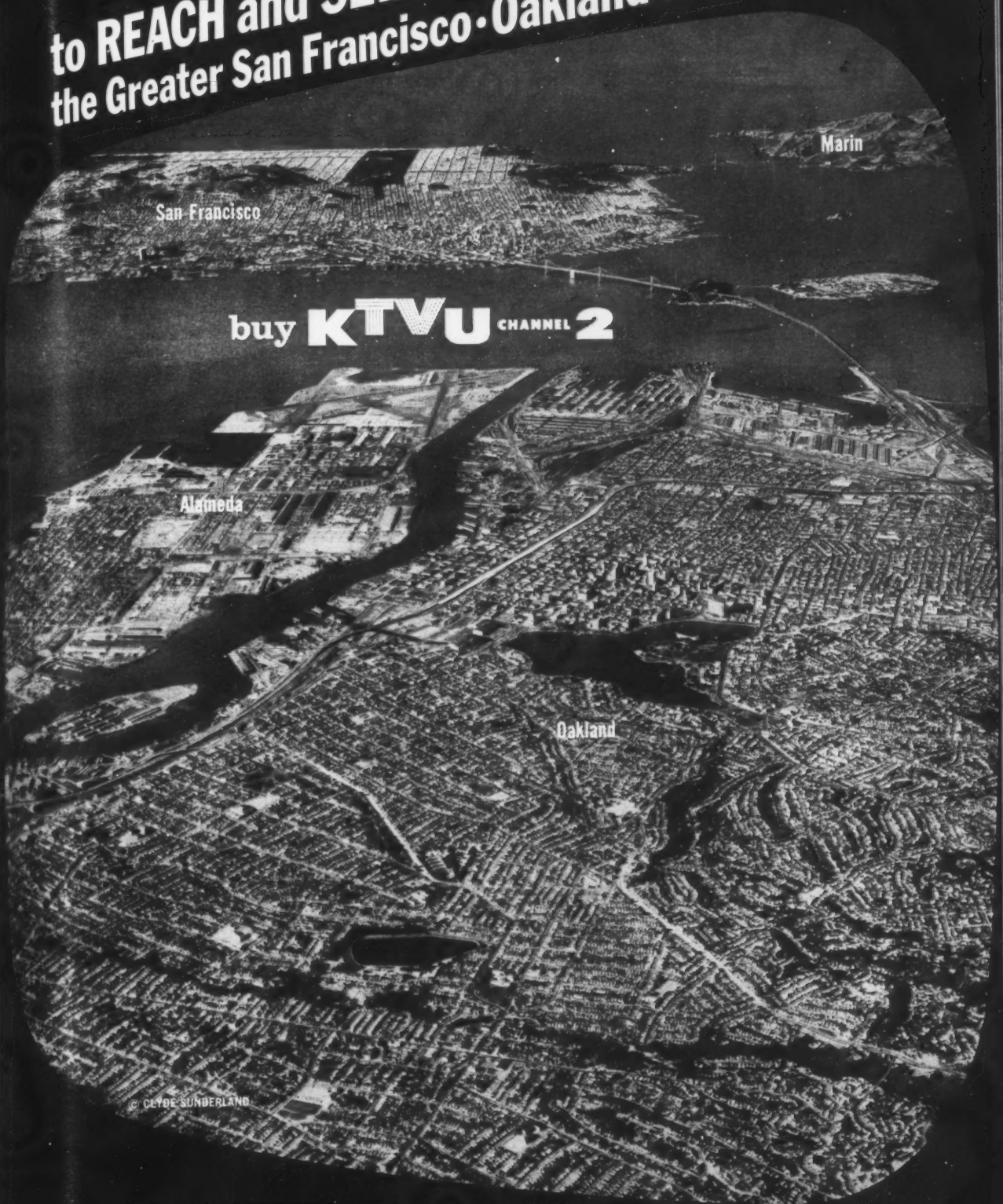
to REACH and SELL the Greater San Francisco • Oakland Market



KTVU gives Advertisers maximum audience in the high density population centers on both sides of the Bay and in 23 surrounding Counties.

September 1, 1959 KTVU Set Count 1,358,488

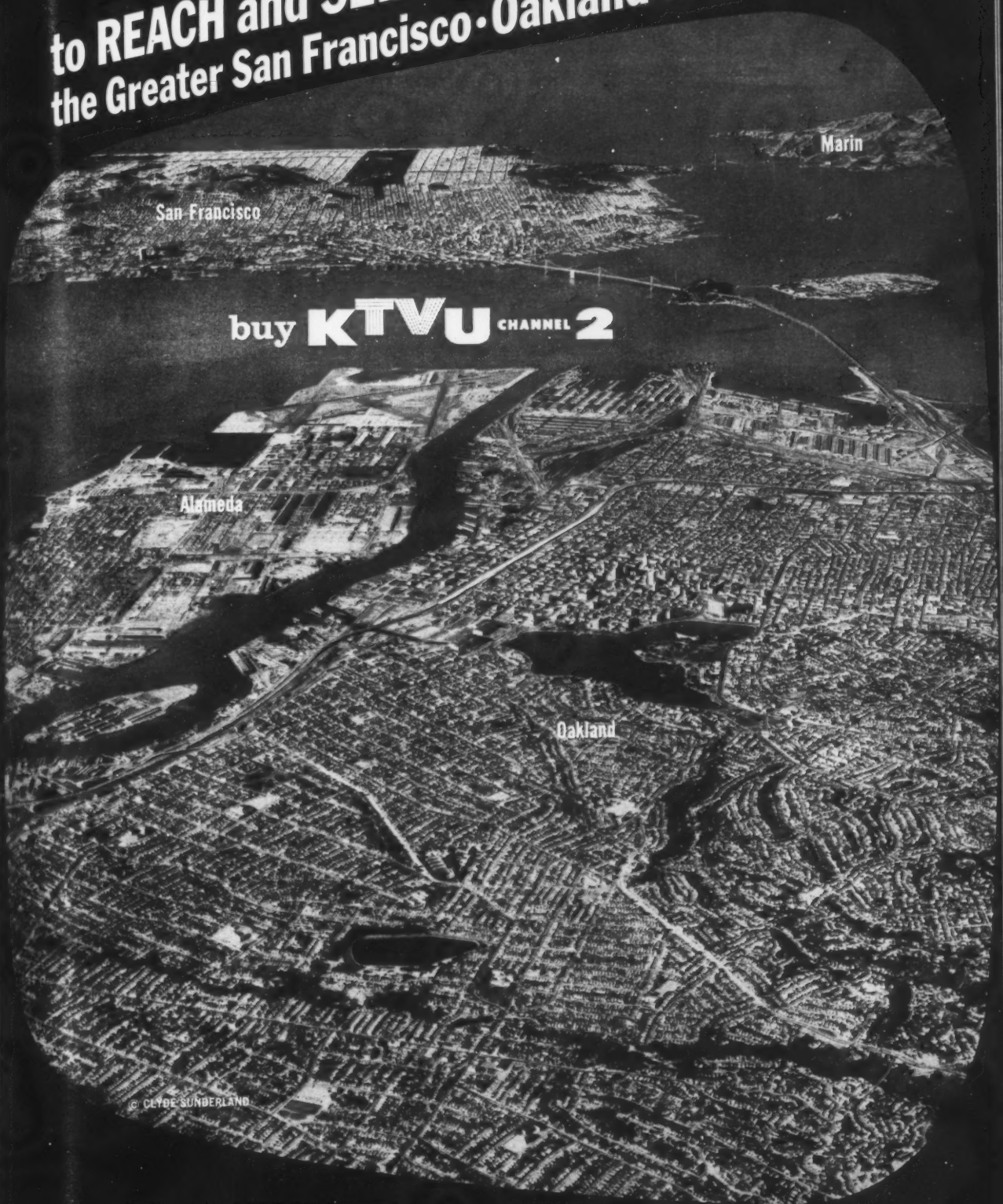
2 KTVU

San Francisco • Oakland

ONE JACK LONDON SQUARE • OAKLAND CALIFORNIA

represented by H-R Television, Inc.

to REACH and SELL the Greater San Francisco • Oakland Market



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NAB FACES UP TO PROGRAM CRISIS

Threats of federal policing bring promises of action at D. C. conference

NAB opened its Fall Conference series in Washington last week under a cloud—a quiz cloud.

Some 300 broadcasters found themselves embroiled in solemn discussions affecting their freedom to program in the free-enterprise tradition.

Industry leaders joined a high government official in recognizing the impact of the headline-hunting probe of quiz programs on the public and on the way the broadcasting business is regulated.

A sudden jelling of a number of normally routine developments brought about a broadcasting conference notable for its recognition that critical events were in the making unless self-discipline could cope with journalistic and political frenzy.

What happened in Washington late last week wasn't anticipated in the printed program delegates received as they registered Wednesday and Thursday (Oct. 14-15) at the Mayflower hotel.

The highspots of the meeting, fired up by the Harris quiz pressure, were these:

• Chairman Earl W. Kintner, of the Federal Trade Commission, chided broadcasters for the apparent weakness of self-discipline and warned against the danger of police-state regulation.

• Delegates pondered a warning in a separate forum by FCC Chairman John C. Doerfer that the congressional quiz investigations are pushing the Commission toward program control (page 70).

• NAB President Harold E. Fellows said the industry "can clean its own house when necessary"; promised corrective steps, and charged package producers with hoodwinking the public and the facilities they use.

• Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the Tv Code Review Board, said he will recommend to the board an amendment to the code that would "expressly prohibit" such happenings.

• All this occurred just as the new Television Information Office was getting its paper clips unboxed and its New York telephone number memorized. Clair R. McCollough, Steinman Stations, and Louis Hausman, new director of TIO, officially unveiled the project at the Washington conference. Mr. McCollough is chairman of TIO's directing committee; Mr. Hausman has the job of guiding the industry in a $600,000 (more or less) campaign to improve the public's image of television.

Quips, Then Straight Talk • FTC Chairman Kintner had delegates hanging on to their luncheon seats when he teed off with a quiz quip: "My answers aren't rigged; this isn't an entertainment or a shell game."

Having loosed that one, he softened the blow somewhat by observing that the press is having "a field day" and then suggested the Harris quiz committee "is restoring the ego of our citizens who felt they belonged on the cradle-roll after hearing quiz stars."

From then on Chairman Kintner laid it out in strong words though conceding "most radio and television programs are untainted by fraud."

The Washington conference was distinguished by its willingness to face up to unexpected and unpleasant governmental possibilities but the bulk of the regular program went through as scheduled after Chairman Kintner had given his hard-nosed speech, which was added to the program at the last minute.

NAB's serious panels and talks about normal operating problems of management were designed to probe topics not covered at the annual conventions. Broadcasters joined NAB headquarters executives in discussing government and public relations, economic developments (story page 80), advertising (stories page 50) and other intra-industry issues.

NAB Awareness • President Fellows said in his formal address he wouldn't try "to explain or justify this unfortunate episode in broadcasting," adding, "I assure you that we at NAB are fully aware of the broadcaster's responsibility to the viewing public."

The result of the Harris hearings "may be a challenge to our system of

Seven more to go • NAB's 1959 'Flea Circus' opened nationwide series of Fall Conferences in Washington last week. Ten-man troupe put final touches on their two-day presentation on eve of Washington session as President Harold E. Fellows went over individual talks.

Left to right: Vincent T. Wasilewski, government relations manager; Charles H. Tower, economics-broadcast personnel manager; William L. Walker, assistant secretary and conference manager; William Carlisle, station relations manager; John F. Meagher, radio vice president; President Fellows; Thad H. Brown Jr., tv vice president; Frederick H. Garrigus, organizational services manager; Edward H. Bronson, director of tv code affairs, and John M. Couric, public relations manager.

THE THINKING MAN'S STATION

Shrinking heads is not my business! I am a television time-buyer! These are the heads of television time-buyers that *"rolled,"* because they didn't *think* it mattered which TV station they chose in the rich Shreveport market.

I still have my head, because in each market I look for a station that promotes *consistently* . . . programs *imaginatively* . . . delivers a *clean, clear picture* and comes out ON TOP in every TV audience survey made. In Shreveport my choice for five years has been KSLA-TV . . . *the choice of the viewers!*

Do I think every television time-buyer should choose KSLA-TV? I think everyone should decide for himself by letting a *Harrington, Righter & Parsons* man give him the COMPLETE KSLA-TV STORY!

KSLA TV

CBS

channel 12 shreveport, la.

Metropolitan Wichita offers:

* **5% ABOVE NATIONAL AVERAGE** in Consumer Spendable Income per Household!

* **18.6% ABOVE NATIONAL AVERAGE** in Retail Sales per Household!

kwbb offers you the #1 hooperated and pulsrated advertising "plum" in this rich market

NOW operating daytimes on

5000 WATTS

(Nights — 1000 watts)

with the southwest's

finest talent

The tops in D. J.'s • Jim Stowe • Billy Dee • Lee Nichols • Dick Jones • John Campbell • Jim Curran. **The tops in News** • Jim Setters • John Wagner • George Langshaw • Jay Howard

For your *Full* share of the Wichita Market

BETTER BUY THE BEST BUY!

IN WICHITA • DIAL 1410

First in Hi-Fi Music • News and Sports

represented by George P. Hollingbery Co. Southern-Clark-Brown Co.

KWBB

voluntary self-regulation, which has attained much stature among viewers, government and our own industry," he said. "May I emphasize—we are disturbed by this situation. Equally so, we are not unmindful of the responsibilities to our viewers that exist under the American system of free broadcasting. This industry has proved, in its four decades of service, it can clean its own house when necessary."

Mr. Fellows reminded broadcasters they must have "loyalty to each other, also." He recalled member complaints to him that also were printed "in the letters-to-the-editor column in some trade paper."

Chairman Kintner warned broadcasters that any attempt to shrug off a hoax on the public as not warranting positive action "is to whistle in the dark." He cautioned them not to fall back on the theory that headlines are fleeting and the public memory short.

FTC, he said, deals with false advertising, with program policing being outside its function (see testimony before Harris committee, page 82). He voiced conviction the broadcasting industry is opposed to frauds but said only a trustful public brings value to an advertiser's dollar. "Let broadcasters abuse public confidence and this trust will be undermined, with the broadcasting industry "hurt and hurt badly," he said.

The Trade Commission will cooperate with the Harris Committee in considering additional regulatory laws, he promised.

Code Values • Lauding the tv and radio codes, he said he is aware "they have been responsible for much nonuse of objectionable material." At that point he reverted to figurative language to illustrate his view of the whole quiz-rigging problem: "If a ship has only a few holes in its hull instead of many, this will not invite confidence it is seaworthy. From the standpoint of the public interest, the holes must be patched. I prefer the patching be done by the owners of the ship instead of the government. One way or another they are going to be patched and they should be.

"If self-regulation becomes ineffective, the government should provide whatever policing is required by the public interest. If primary policing responsibility over tv and radio lies in the FCC or whether the FTC's jurisdiction should be clarified and extended to a broader area than the advertising of products are matters for Congress to decide. But it is my hope this will not be necessary.

"My hope as chairman of the FTC and a believer in our capitalistic, free-enterprise system is that the broadcasting and advertising industries can keep radio and tv free from deceit and fraud in the best interest of the public and without laws and more policing."

Chairman Kintner said he didn't want a "police state" other than the policing needed "to protect our people and free-enterprise economy." He urged the broadcasting industry and each broadcaster "to police its advertising and programming so well that more laws, regulations and policing will not be necessary."

He concluded, "Though the hour be late, yours may still be the choice."

Project History • As TIC chairman Mr. McCollough traced the events leading up to formation of the first tv image-improving committee at the NAB Chicago convention last March. Developments have come fast since that time, he said, with a basic plans committee submitting a report by April 30. A day later President Fellows named an NAB Tv Board committee of five under Mr. McCollough to implement the project.

A plan was drawn up after a series of lengthy discussions and conferences. It was submitted to the Tv Board in June and approved. Mr. McCollough was named chairman of a project committee of nine to get the project rolling. Mr. Hausman was picked from over 100 names on Oct. 1 and took office Oct. 12.

As operating head of the project designed to be a main factor in combating all the recent criticism of tv, Mr. Hausman said telecasters must take four steps — recognize what they feel is wrong or not as good as it should be; take corrective steps; inform the public, and defend vigorously what they believe to be good.

"More than lip service is needed," Mr. Hausman said, leaving the main task of defining television's problems to other conference speakers. He said telecasters must expect criticism of the quality of programs and reminded that tv will make news "as long as it is big and important." He suggested broadcasters must provide the best possible product and must be ready "to live within conflict."

"You are the industry and the spokesmen for the industry," he said. "Stations themselves must create television's better image."

Voices Concern • Chairman McGannon of the NAB Tv Code Review Board said he considered the present threat to broadcasting "a most genuine one," adding that responsibility to the public and to the advertiser comes at higher priority than even fear of additional government regulation.

The question of rigged quiz shows could have been handled within the content of the tv language covering the fundamental premise of honesty, he said, suggesting the integrity of the individual broadcaster would prevent

IT'S THERE IN HOURS ...AND COSTS YOU LESS!

SHIP BY GREYHOUND® PACKAGE EXPRESS

Your packages go anywhere Greyhound goes... and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many, many places not reached by other public transportation.

What's more, Greyhound Package Express offers this service seven days a week... twenty-four hours a day... even on weekends and holidays! On Greyhound Package Express packages get the same care and consideration as Greyhound passengers... riding on dependable Greyhound buses on their regular runs. You can send C.O.D., Collect, Prepaid—or open a Charge Account.

Call your nearest Greyhound bus station or write to Greyhound, Dept. B-10, 5600 Jarvis Ave., Chicago, Ill.

Now you can have

reliable audience data on **97%** of all TV viewing

Expanded NIELSEN STATION INDEX gives you the facts you need to invest broadcast dollars wisely

IN 146 MARKET AREAS (231 cities)

To meet the demand for truly comprehensive tv audience measurements at *local* levels in all parts of the country, the number of Nielsen Station Index market areas has been substantially increased . . . from 32 in '58 to 146 by '60. Every area in the U.S. with two or more tv transmitters will be reported . . . 97 percent of all tv viewing. Similar information is available for radio in 34 major areas which account for the great majority of U. S. radio listening.

Never before has so much reliable information about local audiences been available from one source:

Number of homes reached...by station

NSI tells you (for each of the 146 Metro or Central Areas) the number of tv homes – and the percent reached by each station during any specific time period. In addition, you are given the total *number* of homes reached by each station, regardless of where the homes are located . . . in other words, the total reach in terms of families delivered.

Composition of audience for each 15-minute period

NSI tells you, for each station for each quarter-hour from 6 a.m. to midnight, seven days a week, the number of viewers per home and their distribution by men, women, teenagers and children . . . to show you whether your messages are reaching your best customers.

Reports based on 4 or 8 week average

NSI measures radio and tv time period audiences over a broad time span (4 or 8 weeks) so as to report the *average condition* . . . this avoids misleading results caused by changes in programming, special promotions and other untypical influences.

Each market is reported season to season – from 2 to 12 times a year depending upon the size and importance of the area. Right now NSI issues over 720 different seasonal market reports a year – by next spring 800!

NSI and U.S. Census Metro-Areas are identical

NSI Metro Market Areas are those determined by the U.S. Census and used by most marketing research organizations. For smaller market areas, NSI has created "Central Areas" based on local tv conditions. Information reported by NSI dovetails neatly with company and agency marketing plans and analyses.

Supplements national tv and radio ratings

NSI is completely compatible with Nielsen Radio & Television Indexes (NRI & NTI) which measure and report national network audiences. NSI supplies parallel information for each individual station in the network. Knowledge of this kind quickly locates areas of strength and of weakness in national coverage . . . and provides basic information for interpretation or corrective measures.

Backed by 20 years of tested audience measurement

The wide acceptance of Nielsen radio and television ratings and measurements . . . both national and local . . . is founded on sound research methodology. Basic data are sound . . . free of personal bias, lapse of memory, ego-saving reporting and similar human foibles. Data processing is scientific. Special electronic equipment, much of it developed by Nielsen, reduces millions of pieces of information to usable and reliable measurements and ratings.

The men responsible for the development and operation of NSI include experienced radio and television executives with years of service in major advertising agencies, networks, stations and corporations. They have used Nielsen services themselves and know what time-buyers, marketing directors, advertisers and others want and expect from a measurement service.

But this is only part of the NSI story

There is a lot more to NSI than reported here. If you will let us know when it would be convenient we will tell you the whole story and show you how NSI is used to make television and radio dollars work harder.

FREE to all responsible for buying or selling radio and tv time.

Handy 160-page book of basic facts about the 146 NSI market areas. Individual maps show each Metro or Central Area and surrounding counties. Data include: Number of homes in Metro Area, tv homes, radio homes, major stations, etc.

Please give your name, company, position and business address when requesting this valuable book.

Nielsen Station Index

a service of A. C. Nielsen Company

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The following terms are Trade Marks or Service Marks of A. C. Nielsen Company: NSI (Nielsen Station Index); NTI (Nielsen Television Index); NRI (Nielsen Radio Index)

Don't bury your head

BUY NEGRO RADIO

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an 824 million dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes! 80% of their money is spent on consumer items alone. Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

An Advertiser's dream is a captive audience pre-conditioned to buy *his* product. The nearest thing to this is Rounsaville Radio—100% programmed to the Negro audience. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! A proper part of your budget must go to Rounsaville Radio or you miss this market! We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President — HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.

JOHN E. PEARSON CO., Nat'l Rep. — DORA-CLAYTON, Southeastern Rep.

presentation of programs that purport to be genuine contests of skill, ability, wit and acumen but in fact rehearsed and contrived.

Mr. McGannon claimed it unlikely the code board would have many occasions to know in advance of the public when a program is being presented under fraudulent circumstances. He said that if the code board adopts his recommendation for an amendment expressly prohibiting such practices as quiz rigging the change must be approved in January by the top-ranking NAB Tv Board of Directors.

Gaines Kelley, WFMY-TV Greensboro, N.C., chairman of a code subcommittee on personal-product advertising, reminded the group had offered a series of "guideposts" for stations (BROADCASTING, Sept. 21). He said they provide a basis for consistent and intelligent evaluation of the commercials which we in turn put into the family living room and hoped they will help preserve and even enlarge advertising expenditures by deodorants, laxatives, dipilatories, corn and callous remedies, cold and headache remedies, and foundation garments.

Mr. McGannon will discuss personal-products advertising policies at the Assn. of National Advertisers convention to be held Nov. 9 at Hot Springs, Va.

Three types of automation equipment were shown by conference exhibitors at the Mayflower. Programatic (Muzak) and Schafer Custom Engineering were planning to show their latest lines at conferences. The new Broadcast Electronics Inc. was planning to hold exhibits at conference hotels around the circuit. In 1958 only one exhibitor, Programatic, took part in the conference series. (The Oct. 12 BROADCASTING, incorrectly stated that Schafer was an exhibitor in 1958.)

Editorializing Panel • Editorializing is raising the industry's stature, according to Chet Thomas, KXOK St. Louis. He predicted the FCC someday "will take the final step needed to encourage more stations to schedule editorials by removing the requirement that we must 'seek out' the opposing viewpoint. Contrary editorial viewpoints from qualified sources can be handled by the broadcaster with fairness."

Mr. Thomas predicted removal of the 'seek out' requirement "will lead to universal adoption of editorializing." He advised broadcasters to editorialize "only after research of the subject. Accept full responsibility for your considered viewpoints and your public will respect you for it."

In other excursions into the field of prophecy he predicted the FCC someday will permit multiplexing on am radio, opening new horizons to the horizons available on standard radio stations. He suggested automation will expand "the uses of manpower and womanpower in radio" and anticipated better performance in music, news, religion, public service "and devices as yet undreamed of."

A public relations campaign to improve the listeners' image of radio was urged by Mr. Thomas, calling on members to work with NAB in developing appreciation of radio's power and scope by the public, government and "down to the smallest hamlet."

Assigned to a radio editorializing panel were John S. Booth, WCHA Chambersburg, Pa.; Simon Goldman, WJTN Jamestown, N.Y., and Ben Strouse, WWDC Washington.

Bob Palmer, Cunningham & Walsh, New York, discussed an agency's requirements in buying farm radio time (see page 50). A Television Bureau of Advertising presentation described that medium's advantages (page 50).

What Could Happen • A graphic picture of American broadcasting under complete government control—a frightening condition he hoped would never come about—was painted by William Carlisle, NAB station relations manager. Using a series of tapes, Mr. Carlisle offered a series of programs from a mythical WUSA-AM-TV Washington, "The Friendly Voice of Government." Willard Scott and Ed Walker, WRC Washington, voiced the programs.

Newscasts cleared by the "Federal Bureau of Censorship" segued into vague weather reports and anti-commercial messages. Political broadcasts and a "spectacular audio and video display of our nation's songbirds" were presented.

Vincent T. Wasilewski, NAB government relations manager, called on broadcasters to get acquainted with their Congressmen. He noted that many legislators know newscasters at their local stations but not top management.

"Radio and television are the popular whipping boys—a tribute to their overwhelming public appeal," he said. All of the frustrations and thwarted forays which so many people would like to direct to the newspapers now find a target in radio and television broadcasting."

John M. Couric, NAB public relations manager, described NAB's services designed to help stations improve their public image. "Your public relations impact is reflected in your own financial statement," he reminded. "Any person who has ever bought an operating station knows that goodwill was an important part of the sales price. All you were buying was the good public relations of your predecessor.

"you ain't heard nothin' yet..."

...said the immortal Jolson. And "you ain't seen nothin" like the response you'll get when you program this great local spectacular—

THE JAZZ SINGER starring AL JOLSON

This Is The Original History-Maker . . . This Is Today's Money-Maker!

Already bought by WMAL-TV Washington, D. C.; WOR-TV New York; KHJ-TV Los Angeles; WNAC-TV Boston; CKLW-TV Detroit; WMAR Baltimore.

The Time: NOVEMBER 1958
The Place: SYMPHONY THEATRE, N. Y.
The Response: HELD-OVER ACCLAIM
The Critic: BOSLEY CROWTHER

"The other day, the Symphony Theatre at 2537 Broadway tempted fate by bringing in a revival of the historic film "The Jazz Singer", generally accepted as the film that introduced the "talkies". Attendance has been so favorable that it was held over for a second week. THE MANAGEMENT HAS BEEN PARTICULARLY HAPPY TO NOTE THE LARGE NUMBER OF YOUNGER PEOPLE SEEING IT."

For full details, write, wire or phone: **u.a.a.**

UNITED ARTISTS ASSOCIATED, INC.

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NEW SPOT REPRESENTATIVE?

CBS, NBC affiliates may form own units following FCC ruling against networks

The possibility that one or two new station representation firms may emerge as a result of the FCC's ruling that networks may not represent affiliates gained credence last week when it became known that both CBS and NBC affiliates, now represented by their networks, have revived talk of forming their own spot representative firms.

There has even been some very tentative talk that a single new representative firm might be established with both the CBS and NBC stations as its basis.

On the counter is $15 million yearly in national spot billings. This is what the 13 independent stations now repped by CBS and NBC are estimated to bill annually.

The Commission's order was announced two weeks ago (BROADCASTING, Oct. 12). It forbade networks to represent affiliates, but gave CBS and NBC until the end of 1961 to sever this relationship with existing affiliates.

The FCC's order, which is based on the potential for harm which might occur in the existing relationship, has not yet been issued. It is being reviewed by the Commission's general counsel. It is expected to be released this week or at the latest next week.

Network Reaction • Reaction of networks was guarded.

Merle Jones, president of CBS-TV Stations Division, declared that CBS would oppose the ruling. He stressed, however, that CBS had not yet seen or examined the order.

No comment was available from NBC.

ABC gave up spot representation in 1952.

There were indications, however, that NBC also was preparting to combat the order.

Just what form this would take could not be ascertained at the moment. The next legal move, following the issuance of the order, would be to file a petition for reconsideration with the FCC. If the Commission denied this, recourse to the U.S. Court of Appeals in Washington would follow. There is also a path which permits an appeal to the circuit court without the requirement that a petition for reconsideration be filed.

If the position of the networks was cautious and glum, the reverse was true with representatives.

Reps Like It • Representatives, generally, were enthused—not so much at the expected windfall (this was discounted by many rep executives at the outset) but at the fact that, at last, the networks' representation wings have been clipped. This has been the real danger, rep executives emphasized, that the networks through their dominance might add to their spot list until they controlled all of the big, major stations.

One thing is sure. Not all representatives will be equally interested in each of the markets. Some station reps already represent good billing stations in these markets. Also, it was pointed out, not all the network-repped stations are equal to each other.

Top billing stations in the eyes of station representatives are St. Louis and Louisville, in the NBC list; Washington, Jacksonville, Charlotte, Houston and maybe Portland (Ore.) in the CBS list.

Some representatives statements:

Eugene Katz, president of the Katz Agency—"We think the recent FCC ruling against network representation of tv affiliates is an excellent solution of the problem against which it was directed."

John Blair, president of John Blair & Co., Blair-Tv and Blair Tv Assoc., said that the FCC action did not affect the Blair operation but that as a matter of policy it appeared prudent to limit the extent of station representation by networks because of the inherent strength of network franchises.

Lloyd Griffin, vice president and director of tv, Peters, Griffin, Woodward —"All independent representatives now can compete for station clients on the same basis of service and results." Mr. Griffin, who had testified last summer in Washington during hearings on the networks' representation, thought this to be the "real significance" of the FCC ruling. He interpreted the action as "recognition" of the individual station's strength in the future of broadcasting.

Martin Nierman, executive vice president of Edward Petry & Co., called the FCC decision "a sound one," and added:

"We are pleased the FCC made the ruling. As you may know, we testified before the Commission. We feel that the independent representative should have the opportunity to represent the stations handled by the networks. Even before the ruling came, our company solicited the business of stations represented by the networks. Along with other representatives, we hope to make presentations to stations now handled by networks."

Paul H. Raymer, president of the Paul H. Raymer Co., applauded the ruling. He pointed out that it would redound to the benefit of stations. He noted that network and spot advertising are "competitive media" and expressed the view that an independent representative could serve an outlet more efficiently for spot business.

G. Richard Swift, vice president for tv, the Bolling Co., believes the FCC's order is a "healthy decision which should be good for station business, and it will give relief from possible network coercion on the stations."

Adam Young, president, Adam Young Inc., said: "Since we were involved with the stand taken by the Station Representatives Assn. [which came out in favor of the rule], naturally we are pleased with the result." When asked if he thought the decision was a sound one, he said: "It's the only decision they [FCC] could make, if they wanted to be fair."

Stations affected by the order were not so cheerful. Spokesmen for several of the 13 stations were unanimous that the Commission's order was a disservice to them.

Stations Fearful • The point they made was that they had chosen to be represented by their network, that they liked being listed for spot billings with a small group of "quality" stations, and that they feared they would not be represented properly by any existing firm.

An executive of a station now on the NBC Spot Sales list said:

"All the best reps already handle the billings of other stations in my market. There is none among those available I consider qualified to do a real job for me. I don't want to be one station among a long, diverse list. I want quality representation."

A CBS station spokesman put it this way:

"A big list is fine for the station rep, but it is not so good for the station. I want a top grade representative with a small list."

Talk of forming their own representation firm first was heard during the network hearings before the FCC last year. Both CBS and NBC affiliates, represented by these networks, urged the Commission not to destroy the representation relationship. At that time it was bruited that should the FCC go ahead and prohibit the networks from engaging in the representation business one answer would be to take the network spot sales personnel and establish them as a separate and independent station representation company. Until the FCC's announcement last week, this project had not been advanced any further.

"You Time Buyers Are All Alike."

Always looking for a good buy for your client. Always knocking yourself out studying availabilities. Always trying to get a better adjacency. Always digging into figures, interpreting data, sifting ratings, coming up with solid recommendations. Always making impossible deadlines. Always doing a good job.

Before you get carried away with all this praise, let us interject one small word of let's call it advice. Some of you (not *you,* or *you,* or *you,* but *him*) have been known upon occasion (rare, to be sure, but still . . .) to concentrate on "top 50" markets. Ours is the 65th tv market in the nation; there are 448,001 tv homes in our 58-county coverage area, full of folks just as product-hungry as those top 50 characters. Blair Television Associates will paint their picture.

WSLS-TV

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A.M. or P.M.
more people in Central Texas watch us day and night over an area 73% greater than the station nearby...

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BLAIR TELEVISION ASSOCIATES
National Representatives

TVB's NEW AUDIENCE REPORT

Shows tv tops magazines, newspapers

Television Bureau of Advertising took its audience composition message of big numbers of men and women viewers to the "enemy camp" last week (CLOSED CIRCUIT, Oct. 5).

This is a follow-up report that supplements TvB's "how to reach people" audience study (BROADCASTING, Oct. 5). The former study detailed the numbers of people reached by tv, who the people are and when they are best sought out by the advertiser.

On the basis of the voluminous audience composition report, TvB has been able to compare tv's reach with that of magazines and newspapers particularly to the time periods of the average viewing day, and on the basis of men and women (for magazine comparison) as well as total viewers (for newspaper comparison).

The supplementary report is contained in a small booklet called "How Big is Big?" It makes the point that more men and more women view tv in every time period between 6-10:30 p.m. on the average day than read any magazine or Sunday supplement.

TvB maintains that between 10-10:30 a.m. every weekday tv is reaching more women than any woman's magazine, and between noon and 12:30 each weekday tv reaches more men than any men's magazine.

Figures on Women • Some examples: *Woman's Day* reaches nearly 3-million women readers, *American Home* a little over 3.2 million, *Family Weekly* a little more than 3.8 million, *Ladies Home Journal* has over 5.6 million readers. But in the 10-10:30 a.m. period, tv women viewers total over 6 million.

In the 12-12:30 p.m. period, there are more than 2.7 million men viewers. This tops the men readers of such magazines as *Farm & Ranch, Cappers Farmer, Time, True, American Legion* and *Farm Journal.*

The audience comparison with newspaper readership is by geographic regions, showing, for example, that more people in the U.S. view tv between 7:30-8 a.m. than read newspapers all day in the mountain and east south central states, and that more people in the country watch tv between 6 p.m. and midnight (total goes over 116.5 millions) than read daily newspapers (some 104.4 million) all day in the whole country.

BPA announces convention agenda

Advance registration for the fourth annual convention of Broadcasters' Promotion Assn. indicates a record attendance for this year's meeting in Philadelphia's Warwick Hotel Nov. 2-4.

BPA President Charles A. Wilson, (WGN-AM-TV Chicago), reports advance registrations have been received from all parts of the country. Attendance is expected to exceed the 1958 figure of 207 participants. Registrations were nearing the 200 mark as of last week. Total BPA membership is close to 300.

Social highlight of the Nov. 2-4 agenda will be a trade paper cocktail reception, plus the annual banquet and show Tuesday evening (Nov. 3).

Complete agenda, announced by James M. Kiss, WPEN Philadelphia and BPA convention program chairman, follows:

Sunday, Nov. 1

11 a.m.-12 noon—Early bird registration.
6-9 p.m.—Regular registration.

Monday, Nov. 2

7:30-9:30 a.m.—Regular registration.
9-9:15 a.m.—Welcoming address by Charles A. Wilson, BPA president.
9:15-10:30 a.m.—"How Public Service Can Serve Both the Community and Your Station"—C. Wrede Petersmeyer, president, Corinthian Broadcasting Co., New York. "Public Service Is Not a Promotion Service"—Frank Shakespeare, general manager, WCBS-TV New York.
10:35-11:45 a.m.—"How to Manage the Merchandising Maelstrom"—Max Buck, station manager, WRCA-TV New York; and Emil Mogul, president, Mogul, Williams and Saylor Inc., New York.
12:30-2 p.m.—Keynote luncheon—Robert W. Sarnoff, NBC board chairman, New York.
2:30-3:45 p.m.—"How to Create a Station Image"—R.C. (Jake) Embry, station manager, WITH Baltimore; and Arthur C. Schofield, Peoples Broadcasting Co., Columbus, Ohio.
3:50-5 p.m.—"How to Trade Up our Trade Ads"—R. David Kimble, account executive, Grey Advertising Agency Inc., New York; and Henry J. Kaufman, president, Henry J. Kaufman Assoc., Washintgon, D. C.

Tuesday, Nov. 3

9:30-10:20 a.m., 10:30-11:20 a.m., 11:30-12:20 p.m., 2-2:50 p.m., 3-3:50 p.m.—Five simultaneous shirt-sleeve sessions: Audience promotion—Robert V. Freeland, promotion manager, KOTV (TV) Tulsa, Okla.; Sales promotion—Jack Williams, promotion manager, WBZ Boston, Mass.; Trade paper advertising—Kirt Harriss, sales promotion manager, KPRC Houston, Texas; Merchandising—Heber E. Darton, promotion manager, WHBF Rock Island, Ill.; Publicity & exploitation—Elliott W. Henry Jr., director of publicity and promotion, WBKB (TV) Chicago, Ill.
4-5:30 p.m.—Official BPA business meeting.
6-7:30 p.m.—Trade paper cocktail reception.
7:30 p.m.—Annual banquet and show.

Wednesday, Nov. 4

9:30-10:45 a.m.—"The Role of Promotion and Promotion Managers in the Future of Radio and Television"—James T. Quirk, publisher TV Guide magazine.
10:45 a.m.-12 noon—"How to Equip Your Rep"—H. Preston Peters, president, Peters-Griffin-Woodward Inc., and Adam J. Young, president, Adam Young Inc.
12 noon—Closing remarks by Charles A. Wilson and 1960 BPA president-elect.

GULF PRESS CONFERENCE **3**

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them—a fuller understanding of the oil industry.

How competitive are the oil giants?

Periodically, oil's critics revive an old familiar story. Through some kind of back-room collusion, they suggest, the oil giants limit competition. They rig prices or otherwise conspire to their advantage. Sometimes, it is obvious these critics have disregarded the facts. Other times, they have misunderstood them or miscalculated their effect. In light of this, what exactly *are* the facts? . . .

Q. Let's clarify what we mean by "giants." How big are oil companies?

A. Look over any list of the U.S.' biggest companies. You'll find oil companies on it. This is true whether the measure is total assets, sales or what-have-you. And it's no accident. Oil companies feed one of our biggest appetites. In finding oil, their risks are high. And every operating step—transporting, refining, marketing oil—is a giant, complex one.

Q. Doesn't this situation in itself serve to scare off competition?

A. Not true. For every oil giant, there are hundreds of small to medium companies. Today's oil industry is made up of some 170,000 independent companies. And these companies are active in every phase of the business.

Q. Doesn't oil face the same trend so many other industries do? Aren't the big ones getting bigger?

A. The facts may surprise you. Let's take the country's five top oil companies (of which Gulf is one). Comparing U. S. refinery runs, 1958 vs. 1948, we find the giants' total in barrels per day is up, 2,985,355 as against 2,431,950. They have grown in assets and production. *But* . . . over the same 10 years, these companies' overall share of market has actually dropped.

Q. How do you reach this conclusion?

A. In this period, the industry as a whole boosted its runs to 7,605,700 barrels a day from 5,596,600. A little comparing shows the giants' share is down from 43.5% to 39.3%. *Counter* to the general trend, the small and medium companies are getting a growing slice of the expanding market.

Q. But look at our gasoline prices. What break does the consumer get?

A. You judge. Subtract the taxes you pay on a gallon of today's gasoline—often 10¢ a gallon or more—and you find it is a bargain few other commodities can match. As a result of competition and technological efficiencies, it costs just about the same as it did in the early '20's. And three gallons do the work four used to do.

Q. What about the price-rigging charges that oil's critics make?

A. The facts categorically deny them. At Gulf Coast refineries, the going price for gasoline bought in tankers is called the "effective" price. By definition, this is a competitive price—the lowest price a seller quotes that other sellers will meet. And in 1958, this price seesawed 10 times. For 100 octane, it ranged from 14¢ to 12.6¢ a gallon. That's quite a range when you translate it into bulk gallonage.

Q. Is this openly competitive price structure reflected all along the line?

A. It starts right with the purchase of crude oil. Here, prices respond to the refiners' demand. Obviously, the public doesn't buy crude oil. But it should be pointed out that, both here and at the refinery, the public does strongly influence pricing. It does this through its demand for the more than 2,500 consumer products derived from oil.

Q. The prices that seem to count most are consumer prices. What of them?

A. Here, prices vary all over the map as the competitive situation varies. Let's take gasolire again. Most of us live and drive in one area. We aren't too aware of price variations. But look at some typical dealer selling prices of Good Gulf per gallon, as they were without tax on August 1: New York, 24.5¢; Atlanta, 22.4¢; Houston, 20.7¢; Boston, 18.4¢; and Chicago, 23.9¢.

Q. What of other oil products? Is price competition as free-swinging?

A. In many cases, it's even keener. In gasoline's case, it's just about the only product people use to move their cars. But take home heating oils. Here, there's an *added* reason to keep prices competitive. If a company doesn't, it'll quickly lose out to natural gas and other forms of heating.

Q. Beyond pricing, how does our "competition among giants" work out?

A. They face a unique technical competition, for one thing. If a refiner wants to stay in business, he must constantly try to get a better product yield from each barrel of crude than his competitor. And he must match this yield to the specific market demand for oil products. Beyond this, the giants square off everywhere any company would. In short, everywhere they meet. And that means from the oil-hunting fields right to the service station ramp.

Q. Oil is a world-wide business. How competitive is world competition?

A. Here, you have to add in the competition of every other oil-consuming country. Many, remember, have little or no crude oil of their own. The fight for oil concession rights is intense. And no oil is profitable until it is sold. Finding markets and moving oil economically are fights in themselves.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

RTNDA CITES RISING NEWS STATURE

But free access gains are spotty, Canon 35 outlook is 'glum'

The growing stature of radio-tv news and the widening acceptance of the radio-tv newsman as a professional journalist co-equal with newsmen of the older media, drew the attention of the annual convention of the Radio-Television News Directors Assn. in New Orleans last week.

But two highlights among the many reports did not share this same feeling of optimism. These were:

• The apparently spotty progress of freedom of access to the news, requiring more thorough overall evaluation, definition and action.

• The low morale among radio-tv newsmen in their apparently uncoordinated and un-united efforts to obtain removal of Canon 35 (ban on court access).

Surveys and comments on both of these vital issues were put before various RTNDA audiences during the meeting (see below; also, for late-breaking news of the convention, see AT DEADLINE).

FCC Chairman John C. Doerfer told RTNDA that the current congressional investigation of the tv quiz scandal is pushing FCC closer to regulation of program content, but there is great reluctance on the part of some commissioners to "plunge in" even though there may be highly objectionable program formats falling just short of civil or criminal law violation. The situation calls for even greater self-regulatory restraints, the FCC chairman told the news broadcasters (story below).

Look Out for 'Watchdog' • The RTNDA Freedom of Information Committee lost little wind expressing its apprehension over the new Senate "watchdog" subcommittee on freedom of communications.

Radio-tv coverage of President Eisenhower's visit to Europe and Premier Khrushchev's tour of the U.S. "undeniably demonstrated the effectiveness of our own profession and our own medium's ability to do the best job of news reporting," Ralph Renick, vice president in charge of news, WTVJ (TV) Miami, and RTNDA president, said in his convention report Oct. 15.

"These were not only good information programs, fulfilling to a high degree radio and television's responsibility to the public, but the fact some of these programs were sponsored points up that news programming is an excellent sales vehicle," he said. "It is a fact beyond any reasonable doubt that radio and television have emerged as first-line primary sources of news information."

Mr. Renick said radio-tv have shown their "stuff" to the doubters and critics "and they are left without an answer." He continued:

"If it were not for the high caliber of talent and the ability found within the ranks of our profession; if it were not for the fact that broadcast journalists have an equal degree of integrity and know-how with their counterparts in other media, then the great success of the Eisenhower and Khrushchev coverage and the outstanding viewer acceptance of thousands and thousands of

The heat is on for program controls, but . . .

The current congressional tv quiz investigations are "nudging the Commission closer and deeper into exercising regulatory controls over programming content . . ." FCC Chairman John C. Doerfer told the RTNDA last Wednesday.

But "there is a great degree of reluctance on the part of some commissioners to plunge in and exercise governmental supervisions very extensively over programming formats even though they may be highly objectionable and undesirable but are short of any palpable violation of the civil or criminal law," he said. (For other stories on rising pressure for regulation, see page 58.)

It would be practically impossible, Comr. Doerfer said for the FCC to require that any particular type of programming must be precisely what it purports to be. "The cure for highly objectionable programming, be it unfair treatment of a political candidate, an issue of public importance, or a deceptive practice in quiz programs, should be not the creation of greater governmental controls but greater incentive for the exercise of self-regulatory restraints," the chairman stated. He continued:

"Licensees should be permitted to have full and absolute control over all program production. Then responsibility can be better pinpointed in the license renewal or granting process. If moral restraints against dishonesty and unfairness have been the main guides for news reporters and editors, why not for newscasters and broadcasters? . . . Why go off the deep end just because the medium happens to be of a different kind?

"Why endanger the American tradition for freedom of expression because of occasional abuses? Why place the spectre of governmental censorship in the path of creative activities—whether good, bad or indifferent so long as they do not violate any well-established laws? A good deal of patience is required in this new industry if we are not to make irretrievable regulatory mistakes. A fair opportunity of self-correcting action should first be permitted before we enact laws in excess of the present power of the Commission to reach the licensee via an appraisal of his over-all program performance."

Defends FCC Actions • Comr. Doerfer maintained that the FCC was as prompt in acting on the tv quizzes as its manpower and due process would permit. He said the Commission received complaints and promptly brought this to the attention of the networks. He noted those shows in question were dropped soon after investigations showed there was some basis to the charges of rigging (see tv quiz story, page 82).

He said the entire problem of network programming has been under study by the FCC for sometime. Although, he said, there are several court decisions which give the Commission considerable power over programs in relation to its licensing powers, none present a clearcut authority for the FCC to delve very extensively into any particular programming format. Comr. Doerfer cited several cases in which the courts have stricken down as unconstitutional government at-

other news programs broadcast across this nation could not have been successfully achieved."

Media Responsibility • The RTNDA president emphasized that radio-tv, bringing the "full and real impact of local, national and international events into the homes of millions of people," have one of democracy's "greatest responsibilities" in informing this audience. He said it is the promise of radio-tv "to defeat the much-lamented apathy of the general public and thereby contribute immeasurably to the perfection and enchancement of our free system . . ."

Mr. Renick recalled Premier Khrushchev's statement to him during his visit at the Kremlin last May: "The bacilli of communism will enter the minds of your grandchildren and they will be ready to accept communism." He told RTNDA, "This is our challenge. If radio-tv properly inform the people of this country, we will have immunized our citizenry to Russian propaganda claims and won't have to worry about our grandchildren becoming communists."

The WTVJ news executive said he wrote a one-hour script of his Iron Curtain adventures in Russia, Hungary and East Germany and sent a copy to Andre Polgar, Secretary of the Ministry of Foreign Affairs in Hungary. "He didn't like the tone of the script. I didn't think he would," Mr. Renick said.

It's Listed on the Label • "You people consider press, radio, tv and films to be just one form of business," Mr. Polgar wrote Mr. Renick. "Legal regulations of your country compel the manufacturers to print on a label of can goods the ingredients mainly to prevent poisoning the human body. But under your system of 'free information,' nothing prevents that souls and minds should be poisoned," Mr. Polgar continued in his letter.

"We believe," the Hungarian official said, "that these forms of information media are wonderful creations of human wisdom to be used—that people everywhere should be more educated, more cultured, in order that they should be more perceptive to beauty and good. That is why here only people who are really authorities on the subject write or speak about things."

This is Mr. Polgar's reasoning for government control of the media in the communist countries, Mr. Renick noted, "and there is a tendency here in the U.S. to impose government control on broadcasting."

Mr. Renick also reviewed RTNDA's

. . . Commissioners are reluctant

tempts to restrict certain movies, plays, novels and magazines.

"The contention that radio and tv fall into a different category because they are licensed, and newspapers and novels are not, would be a most difficult one to assert . . ." in view of the fact that valuable second class mailing privileges were at issue in the print cases. He cited the case of *Lady Chatterley's Lover*, in which the courts ruled the Postmaster General could not revoke the mailing privileges for that novel.

"I have read *Lady Chatterley's Lover*," he said. "Frankly, if that is allowed to be distributed about the country by a second-class mailing privilege . . . it is extremely difficult for me to see how the Commission can use the licensing function as a means of regulating program formats of lesser shock to moral standards."

Sec. 315 Problems • The FCC chairman also discussed new regulatory problems as a result of the amendment to Sec. 315 of the Communications Act which was enacted into law by the past Congress. He noted that broadcasters will be required to give "reasonable opportunity" to all for the discussion of conflicting views and highly controversial matters.

"The extension of the 'reasonable opportunity' provision to issues rather than to just the qualified candidates imposes new and additional burdens upon the broadcaster," he said. "No longer can he refuse his facilities to those who request to speak on behalf of the candidate. Before the amendment, the Commission determined that the privilege was a personal one. It extended to the candidate alone. Now, apparently, substitutes can, and must, be permitted . . . and it may be persons who do not even purport to speak on behalf of any candidate. Apparently, any responsible person who has opposing views can now get into a political hassle over the air."

Comr. Doerfer said the FCC may be forced "to the brink of unconstitutional interference" with freedom of expression on a political platform or in a dramatic performance.

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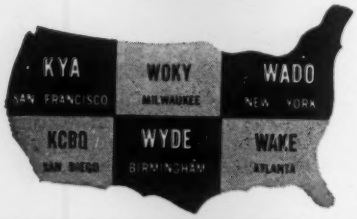

These qualities are contagious! From station level to Group headquarters, to each Adam Young office, you'll find more than receptivity—or even sympathy—you'll get good ideas! (Ask McCann Erickson in Chicago.)

efforts during the year in campaigning for amendment of Sec. 315 of the Communications Act (political broadcasting equal time law) as well as other issues such as Canon 35 (ban on courtroom access by radio-tv) and freedom of information at both the federal and state levels. He said RTNDA sent out nine mailing pieces on revision of Sec. 315 to the nation's newspaper and magazine editors, radio-tv stations, all members of Congress and other civic and political leaders.

Mr. Renick recalled the reaction of Rep. John Moss (D-Calif.) during the House hearing on Sec. 315 when he was testifying that the broadcasters and newsmen of this country could handle the responsibility of determining how to present political news fairly. He said Congressman Moss asked, "How many radio and television stations in the U.S. have a news director on their staff?"

The point he was making "is one which presents a challenge to the broadcast industry and RTNDA—the necessity of having a fulltime newsman on the staff of any station which is presenting news programs," Mr. Renick said.

RTNDA takes slap at Magnuson committee

Sen. Warren Magnuson's (D-Wash.) new watchdog subcommittee on freedom of comunications did not fare well with the Freedom of Information Committee of RTNDA. (BROADCASTING, Sept. 21).

The RTNDA group reported Oct. 15 that while it is "sympathetic to the stated aims of the subcommittee, we must point out that the very existence of a politically authorized watchdog is fraught with hazards to our profession."

The Freedom of Information Committee, headed by John F. Lewis, former news director of WBAL-AM-TV Baltimore, now freelancing, also reported that 1959 has been a "hectic" year, with "some gains in the region of greater access to the news," but "a lot of progress needs to be made particularly in some areas not previously given a clear label."

Stating that the obvious question is "how free is information?," the RTNDA committee said that the "obvious answer is generally it is as free as newsmen of the radio and television industry want to make it. There has never been a door closed, for an extended period of time, that could not be opened if newsmen chose to break the lock.

Cause Is Acquiescence • "Many of the so-called restrictions on the press today are at least partly due to acquiescence by members of the fourth estate. Some doors, like those to most U.S.

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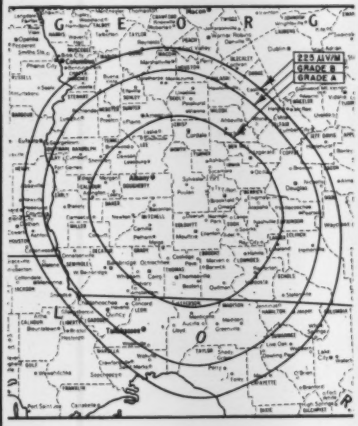

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courtrooms, are stubbornly jammed to radio and television facilities. But even in this field, the hinges have been removed from a limited number.

"Where newsmen are aggressively acting like real newsmen, the barriers are slowly, but certainly coming down," the report said, although "the military still persists in scrawling the word 'secret' over many of its activities unnecessarily."

The report asserted that the "exciting new world of space research, rocket missile and satellite development, about which we know so little and need to know so much, poses a very demanding challenge to newsmen to see that science opens windows, if not doors, to its laboratories."

The committee recommended that the liaison in the field of ideas dealing with freedom of access and information be greatly improved between RTNDA and the networks and broadcasting management. It also urged that the incoming committee conduct a survey of municipal, state and federal laws relating to freedom of coverage libel and protection of sources to give newsmen a better general picture of the areas where progress is or is not being made.

Keep channels free, says Justice pr head

Refusing to discuss the Dept. of Justice attitude toward the tv quiz "scandal," Luther Huston, the department's director of public information, declared that he personally was against any "statutory" regulations of public information channels.

Speaking before the RTNDA Oct. 15, Mr. Huston said he could not even talk "off the record" on whether the Congressional investigation of the quizzes "might eventually relate to the activities of the Dept. of Justice."

But "the situation could hardly have arisen," he said, "if those who are responsible for the integrity of radio and television programs had been vigiliant in safeguarding the public interest."

Speaking personally "and out of my newspaper rather than my so-called bureaucratic background," Mr. Huston affirmed that "statutory regulation of the content or dissemination of public information is abhorrent to me. I'm against censorship and for freedom of information abridged only by the inherent decencies of the disseminators.

"Some regulation in specific circumstances is necessary in the public interest because a few fail to accept those ethical standards that govern the conduct of men of good intent. Perhaps the disclosures relating to the quiz shows will bring new rules and regulations, statutory or otherwise, but I'm sure they will be really burdensome to the broadcasting industry only if it fails to clean its own house and keep it clean."

Voice in night

Late night phone inquiries from reporters sometimes have a chuckle to soften their interruption of sleep, Luther Huston, Justice Dept. director of information, related to the Oct. 15 luncheon audience at RTNDA. He recalled the time a reporter phoned to ask if it was true that the grand jury in the case of ex-FCC Comr. Richard A. Mack and Thurman Whiteside was examining Comr. Mack's diaries. "I answered politely that I could not discuss any matters pertaining to a grand jury," Mr. Huston said, "and the alert, but obviously not too experienced, reporter shot back: 'Well, who in hell handles public relations for the grand jury?' "

RTNDA names top news award winners

WDSU-TV New Orleans, KLZ-TV Denver, WBBM-TV Chicago and WDAF Kansas City won the top annual news awards presented by the Radio-Television News Directors Assn. in New Orleans Oct. 17. Special citations went to KMBC-TV Kansas City, CFPL-TV London, Ont., and WCRV-AM-TV Philadelphia.

The winning stations were selected from among a record total of more than 250 entries from 37 states for the RTNDA competition. Details of the individual awards:

WDSU-TV New Orleans, La.—For Editorializing by Television (Bill Monroe, news director, and Robert D. Swezey, executive vice president and general manager).

KLZ-TV Denver—Reporting of Community Problems by Television (James Bennett, news director: Hugh B. Terry, general manager).

WBBM-TV Chicago—Reporting of an On-the-Spot News Story by Television (William G. Garry, news director; H. Leslie Atlass, vice president and general manager).

WDAF Kansas City, Mo.—Reporting of an On-the-Spot News Story by Radio (Walt Bodine, news director; Charles L. Glett, president).

Efforts in spot news coverage on television brought special citations to KMBC-TV Kansas City (Claude Dorsey, news director, and Donald D. Davis, president) and to CFPL-TV London, Ont. (Ron Laidlow, news director; Walter J. Blackburn, president).

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Without protruding doors or panels to open up and take up space, the RCA TV Tape Recorder is conveniently operated from the front and easily serviced from the rear. Your film room can become your tape room with a maximum of accessibility and a minimum of alteration. Your mobile unit can be used as a tape unit with all essential camera and control equipment included in it.

Any way you look at RCA TV Tape equipment, it's apparent that the "kind of space" the RCA Recorder requires keeps the "user cost" down to a minimum. Many regard this as the most important "plus" in a host of other fine features, including superb picture quality and operating simplicity. You'll find it well worth your while to consider carefully *all* the reasons why RCA TV Tape equipment is best for your requirements.

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12. Simultaneous playback of program audio and control track during record.
13. Playback tape speed control for synchronization of two or more machines.
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16. Calibrated control for measuring remaining video head life.
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19. Provisions for accurate tape splicing.
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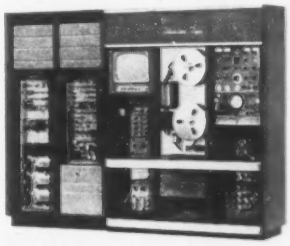
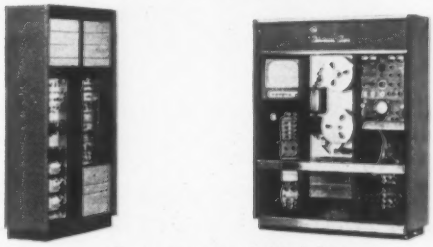


In-line arrangement—allows maximum accessibility for maintenance and operation.



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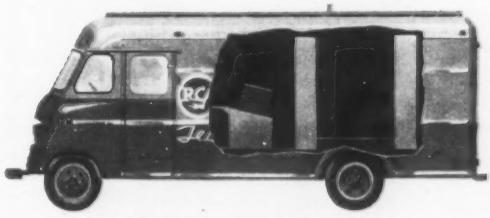

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Philadelphia also was given a special citation, over and above the RTNDA awards competition, for interviews with David J. McDonald, president of the United Steelworkers Union, a figure in an incident involving alleged conflict with newsmen.

For lack of noteworthy entries, the judges declined to select winners in the categories of Editorializing by Radio and in Reporting of Community Problems by Radio. The awards were presented at the Saturday luncheon session by Douglas Edwards, CBS-TV commentator. Winners took part in an afternoon workshop, telling "What I did to win" and giving excerpts from their prize entries.

Serving as judges in the RTNDA competition were Sig Mickelson, president of CBS News; John Daly, vice president in charge of news and public affairs, ABC, and William McAndrew, vice president for news-public affairs, NBC, who screened the editorial entries; and Richard Cheverton, news director, WOOD Grand Rapids, Mich.; Jack Krueger, news director of WTMJ-AM-TV Milwaukee and RTNDA board chairman; and Prof. Richard Yoakam, U. of Indiana journalism department. The awards competition was conducted for RTNDA by Prof. Baskett Mosse, Northwestern U. Medill School of Journalism.

News 'showmanship'

The primary objective of a news program "is not to stuff information down people's throats, but to furnish them with facts which can be easily assimilated, so as to enable them to better understand what is happening." Thus humor and showmanship have their roles in news "shows," Alex Dreier, NBC, Chicago, told the RTNDA meeting Oct. 15.

"Showmanship in news means the ability to hold the listener's attention, through dramatic, but not over dramatic, delivery," he said, "through effective use of words and phrases where a significant point is made." It means not leading "with what you necessarily think is the most important story, but what you think the majority of listeners want to hear about *first*!"

Showmanship, however, is not distorting the news to underscore a prejudice, "it is not failing to be objective when objectivity doesn't serve your purpose," he said, "and it is not twisting a fact until it gasps for air and gives up, to be replaced by believable fiction." His example:

"Almost everyone in the news business knows that all ladies between 16 and 60 who plunge off the upper floors of large downtown buildings are young, attractive and blond. But not in my show."

CANON 35 OUTLOOK NOT BRIGHT

Newsmen's morale low; small progress cited

The outlook for industry efforts to pull the fuse from Canon 35 is glum, if not grim.

In particular, "there is a general feeling of frustration, pessimism, and in some cases, of defeat among newsmen in their attempts to gain access to courts."

These are two among other conclusions reached in a poll of broadcast news directors and laid before the Radio Tv News Directors Assn.'s convention in New Orleans last week.

The study is regarded as semi-official in RTNDA circles, covering newsmen from 25 states. It was conducted by Richard Cheverton, news chief of WOOD-AM-TV Grand Rapids, Mich., for presentation during a tv workshop Friday (Oct. 16). As part of a demonstration of actual courtroom camera coverage, it was scheduled to complement a talk by Bruce B. Palmer, KWTV (TV) Oklahoma City, involving "Experiences With Canon 35" in that state.

The report points out "there have been some break-throughs in our effort to relax Canon 35, but generally speaking, opposition on the part of the Bar [primarily the American Bar Assn.] and the courts is still rigid and unbending." It also notes that, in many instances, access of electronic gear (cameras, microphones, tape recorders, etc.) to courts depends "on the whim of the judge."

Progress Report • The Cheverton survey covers federal, state and municipal courts, the stations which made the investigations and comments from judges and reporters.

The survey disclosed that in the case of federal courts, including circuit courts of appeal and district courts, all 25 cases reporting were closed to radio-tv, without any exceptions.

The study found that state courts were closed completely in 12 states while in seven states the subject of access depended upon "the whim of the judge." In only five states were such courts found open. State courts included circuit, superior and district courts, but not state supreme courts since there was little evidence of efforts at access.

Municipal courts (police, municipal, justice of the peace, etc.)—Nine states report them closed and seven say open to radio-tv newsmen. In seven states, access depends again on "whim."

Verbatim text of other conclusions in Mr. Cheverton's report:

• Management in some cases does not share the news department's preoccupation with Canon 35. Generally speaking, management is not overly perturbed about Canon 35.

• Many newsmen conclude that access to the courts can best be accomplished by purely local effort. Some indicate that we have made too much of a crusade over Canon 35, thus increasing Bar Association and Court resistance. Other newsmen indicate we have concentrated our efforts on the more sensational trials, thereby giving ammunition to those who say we are interested in "sensationalism" and the "circus" atmosphere.

• Very few newsmen make reference to planned, coordinated attacks on Canon 35, by state news associations, state broadcasters, and there are very few references to a program of meetings, work shops and clinics with Bar Associations and Judges, except on a local community level.

• Where access has been achieved—mostly in municipal courts—it has been accomplished because of political motivations, or because the judge is, as one newsman put it, "a character." There is some evidence—but not much—that access has been granted because the Bar Association and the Courts feel that constitutional guarantees are violated.

• State Supreme Courts, who have the power to censure lower courts in some states, and the Federal courts, are without exception, opposed to radio-tv in court proceedings. In such cases, municipal and state court judges fear appeals, based on possible infringement of the defendant's rights, because of radio-tv exposure.

• Most newsmen indicate we are not about to write any obituaries for Canon 35. Most important, many newsmen feel that unlimited access to the courts, by *all* radio and tv stations would be dangerous, because some departmental operations within the industry, are neither prepared or disciplined to accept the responsibilities.

The Candid Opinion • Newsmen were often lively and colorful in comments on the situation in their particular states, such as that reported by Fred Heckman, WIBC Indianapolis. He quoted one judge as saying, "Hell, yes, you can sit on my lap if you want." He added, that doors of all but federal courts "have been wide open."

Equally earthy was the comment by Bill Williams, WSM Nashville, who reported: "We found a cantankerous (yet understanding) old judge . . . his reply, 'to hell with Canon 35'—He was

The year-old Brownlee power dam on the Snake River between Idaho and Oregon, built by the local independent electric company, the Idaho Power Company. The project embraces the Oxbow dam and the Hells Canyon dam down river from Brownlee.

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a revered old character . . . we used him as an example."

Jere Witter, KPIX San Francisco, observed that while a few Municipal and Superior court judges were not opposed to filming, "they are not anxious to be thanked publicly . . . are not disposed to set an example for other judiciary to follow." Steve Warren, WMCT (TV) Memphis, claimed some judges privately admit they don't like Canon 35 "but that's as far as it goes."

Jim Bennett, KLZ Denver, felt that "if the individual judge in every state can be convinced that we can operate properly in the court rooms, we can make headway much quicker." Other newsmen were not as optimistic, reporting they've "gotten nowhere" and expressing belief the situation won't improve. Others pointed out that, once they proved they could operate unobtrusively, they got a go-ahead.

Editorialized news

Must newsmen editorialize?

This is the question asked by Prof. Donald E. Brown, of the College of Journalism and Communications, University of Illinois, who took "another side of the case" in which editorializing has been favored.

Among points he cited against such presentation of news was the one of time.

"Unless there are additions of time, money and personnel," declared Mr. Brown, "the typical news staff will not have the time for the thorough job of research and backgrounding needed for the high quality of editorializing."

Warning of the dangers of a "Charlie McCarthy" role of newscasters who might be compelled to repeat "management's" viewpoint on some issue, Mr. Brown stated:

"For our profession as a whole we should certainly not be stampeded into thinking we *must* editorialize. This is a serious step and we need to give thoughtful consideration."

Program executives

Activities of a news director can be broad enough to justify even more authority and responsibility for him, according to Marlow Froke, assistant professor, school of journalism, Pennsylvania State U.

Summing up for RTNDA the results of a study on broadcast station administration procedures as they affect information programming, he noted that some basic overhauls could and should be made.

"The change suggested," Mr. Froke declared, "would in effect result in two program executives for all stations, one to be in charge of information and the other entertainment. The two would share equal authority and responsibility in relationships with management and other administrative departments of the station."

COMPETITION IS 'TOUGHER'

NAB's Tower traces postwar radio trends

Radio stations have developed a financial paradox:

- Revenues and profits for the average station keep going down.
- The value of station properties keeps mounting.

This strange broadcast picture was traced Oct. 15 at the opening of NAB's annual Fall Conference series by Charles H. Tower, the association's manager of economics and broadcast personnel.

Mr. Tower cited several reasons for the paradox—uneven competition with some segments of the industry more attractive to investors because they are less competitive; radio in general still appears to be a good business investment to many, even if revenue and profits are down; aggressive operators see a chance to beat the average.

Analyzing the fiscal side of broadcast station operation, Mr. Tower showed trends in the radio competitive picture since World War II. His conclusion:

Tougher • Radio competition is getting tougher every year and will get tougher.

Three-station radio markets, where FCC figures are available, show that a majority of such markets are in the 0%-10% profit margin category for the markets as a whole. All these markets showed a lower profit margin for stations that were operating in 1945, with the smallest decline occurring in the million-and-up-population markets.

On a geographical basis competition is unevenly distributed, Mr. Tower found. The largest increase in the number of stations has been in the South Central and Southeast sections, particularly small towns. Nationally, the number of am radio stations has increased 245%—from 900 stations in 1945 to 3,100 in 1958.

The percentage of stations losing money shows this unfavorable trend, he said: 1945, 6% of stations lost money;

1950, 25%; 1955, 28%; 1958, a big 33%.

In 1958, one out of every four markets with three or more outlets showed a loss on a market basis. Contrasting to this loss picture, not a single market was losing money in 1945. Figures are limited to three-station markets under the FCC's rule forbidding disclosure of data in one or two-station markets.

The average station revenue picture since the war follows (average for all am stations): 1945, $238,300; 1950, $157,300; 1955, $139,200; 1958, $142,100. These figures do not reflect the decline in the value of the dollar.

Totals • Total revenues for the same years follow: 1945 (873 stations), $198 million; 1950 (2,117), $333 million; 1955 (2,686), $374 million; 1958 (3,174), $451 million.

The average profit picture since 1945 for am stations follows: 1945 (873 stations), $73,600; 1950 (2,117) $24,500; 1955 (2,686), $15,100; 1958 (3,174), $13,100.

Mr. Tower's radio revenue analysis was given the opening afternoon at the radio session. Addressing the opening joint morning session he answered "the 10 best questions" submitted by members. They dealt with wage-hour inspection; training program directors to be supervisors; significance of the new labor law; fringe benefits; salary plan for supervisory personnel; personnel selection; employment contracts; number of salesmen; procedure in case of union organizing, and benefits of the NAB Harvard Business School course.

Agency commissions discussed in MBS case

U.S. Referee Asa Herzog heard argument last Wednesday (Oct. 14) in a suit brought by the City of New York against MBS. The city claims Mutual owes $300,000 in back taxes.

The opening session was devoted to discussion by opposing attorneys on agency commissions. The city maintained that commissions are a business expense and should be listed as such in audit statements. Counsel for Mutual insisted that the commission "is not part of the receipts at all," since this amount is deducted before the network is paid. Referee Herzog adjourned the case until next Friday (Oct. 23).

Attorneys indicated they will hold conferences in an effort to effect an out-of-court settlement. The city's claim is for the years between 1944 and 1958. Mutual's contention is that the $300,000 claim is "far out of line." The city's action has delayed Mutual's petition for voluntary bankruptcy, which is being heard by Referee Herzog.

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QUIZ HEARING SPOTLIGHT DIMMED

Van Doren to co-star with '$64,000 Question' when show resumes

The granddaddy of tv quiz shows—*The $64,000 Question*—and its younger but just-as-dead companion, *$64,000 Challenge*, will share star billing with *Twenty-One's* Charles Van Doren when congressional investigations of tv quiz programs resume Nov. 2.

Six days of hearings into charges tv quiz shows were rigged were completed last Monday (Oct. 12) by the House Subcommittee on Legislative Oversight with testimony from Earl W. Kintner, chairman of the FTC. FCC Chairman John C. Doerfer testified the previous Saturday and both federal officials claimed their respective agencies have no jurisdiction over the rigging charges against *Twenty-One*, *Dotto* and *Tic Tac Dough*.

The hearings were recessed with charges by Chairman Oren Harris (D-Ark.) that Mr. Van Doren was ducking a subcommittee subpoena ordering his appearance. At the same time, it became known for the first time that *$64,000 Question* and *Challenge* are under scrutiny by the subcommittee. Chief Counsel Robert Lishman, after Rep. Harris stated the programs were on the subcommittee's schedule, said Wednesday: "We have interviewed several persons pertaining to those shows."

A member of the subcommittee, while refusing to confirm published reports that secret testimony had been taken charging the shows were rigged, said investigations of the *$64,000* shows had not been completed but that they would be in the forefront during the renewed hearings, scheduled to run through Nov. 5.

Old Charges Anew • Cropping up again prominently last week were old charges (BROADCASTING, Sept. 15, 1958) by Rev. Charles E. (Stony) Jackson that *$64,000 Question* and *Challenge* were "subtly rigged." Rev. Jackson won $16,000 on *Question* and $4,000 on *Challenge*. "They never told me what they were going to ask me on the show," he said. "They just asked me about 50 questions beforehand, and if I missed 15 they'd never ask me one of the 15. I never got a question that I hadn't already answered."

Both programs were on CBS-TV and much was made of the fact that CBS-TV President Louis Cowan at one time owned the company which created them.

Late Wednesday, Mr. Cowan, in response to inquiries from newsmen, released a statement documenting his association with the programs in question. That association, he said, lasted for only seven weeks of actual production of *Question* and while the program was on the air, during which time, he stated flatly, there "was no rigging of the program." Mr. Cowan's statement in full:

"I originated the program called *$64,000 Question* and was president of Louis G. Cowan Inc., the company which owned the program.

"About seven weeks after the program was first broadcast, I left the production company to become a program supervisor, and later a staff officer at CBS. Some time after I left the company and went to CBS, my name was eliminated from the name of the production company and it became known as Entertainment Productions Inc. (EPI).

"After I went to CBS, I had nothing to do with production of any programs produced by EPI, although, naturally enough, my former associates did ask my opinion from time to time about the way their programs were going.

"When I was appointed president of CBS Television Network, in March 1958, and for the first time held an administrative position involving program decisions, I disposed of all my stock in EPI.

"I am therefore in a position to comment on the actual production of the *$64,000 Question* only for the seven-week period when I was at the production company. During that period there was no rigging of the program, so far as I know, and if there had been I think I would have known about it."

$64,000 Question first went on the CBS-TV Network in the spring of 1955. It became an immediate success, both in ratings and in boosting the sales of its original sponsor, Revlon Inc. *$64,000 Challenge* soon followed featuring "champions" from *Question* against challengers. After Rev. Jackson's charges broke, *Challenge* was dropped by the network in mid-September 1958 and *Question* went off the air two months later.

Mr. Van Doren, who was served in New York with a subpoena from the Oversight Subcommittee Wednesday afternoon (Oct. 14) after a fruitless search for him over a five-day period, appeared at a disorganized news conference at the Roosevelt Hotel. With him was his lawyer, Carl J. Rubino.

Mr. Van Doren said he went to New England the previous Thursday not to avoid the subpoena but "to find solace" —he "walked the woods and climbed mountains" with his wife. He noted that that day he had been "distressed" by the NBC suspension (he had an estimated $50,000 a year contract which is still in force, though Mr. Van Doren has been temporarily suspended from his on-air appearances) and by the efforts of newsmen to reach him, his family and his friends.

Didn't know • Mr. Van Doren said he did not know of the subpoena, which he observed had caused so "much unfortunate misunderstanding."

The Columbia U. instructor said he did not think it "proper" to discuss matters prior to his appearance before the subcommittee, that the press-radio-tv did not constitute the appropriate "forum."

Mr. Van Doren's name first was brought into the hearings when Herbert Stempel told the subcommittee that he was ordered to lose to the Columbia U. teacher (BROADCASTING, Oct. 12). Mr. Stempel said he had no direct knowledge that Mr. Van Doren had answers in advance, but that he must have because producer Daniel Enright told Stempel there would be two ties and then what score to lose by.

Mr. Enright and his associate on *Twenty-One*, Albert Freedman, testified on that show in secret session. It has been reported that Mr. Freedman stated Mr. Van Doren was fed answers in advance—which the contestant has denied. This will not appear in the executive session transcript when and if it is released to the public one source said, because such a statement was not made for the record.

At the close of last Monday's hearing, Rep. Harris read a telegram from Mr. Van Doren denying that he had been supplied answers. The former contestant asked that the denial be made a part of the record but Rep. Harris said this would not make the hearings complete and that members wanted to question Mr. Van Doren. It was then that the congressmen charged the scholar had "purposely" ducked the subpoena.

Golf Out • The Subcommittee met in an unusual Saturday session Oct. 10 to hear testimony by John C. Doerfer, chairman of the FCC.

Comr. Doerfer said that under pres-

ent FCC rules the rigged quiz shows had done nothing legally wrong. He said the most important element of fraud was missing—"an extraction of a consideration from somebody who is harmed."

The FCC chairman said the Commission has no direct regulatory powers over the networks but, in the past, "reached the networks by the fact that all networks, excepting one," (Mutual), are licensees of stations. "Our power over the licensee we had deemed in the past to be adequate to regulate the networks. That means has been used to sustain . . . the network rules on our books today."

Rep. Paul G. Rogers (D-Fla.) asked "if action should be taken to license the networks?" Mr. Doerfer replied he was "inclined very much to consider very carefully licensing of networks" to reach them where the FCC cannot now "through our power over the licensee." Rep. John Bennett (R-Mich.), member of the committee, now has such a measure pending.

Committee Counsel Lishman questioned whether the FCC could require the licensee of any tv station to make an announcement before a quiz show "showing that there has been an investigation made by the licensee to insure that it is an honest contest." Comr. Doerfer said he would "have to determine whether or not that is an attempt to censor an individual program." He said he thought it "would be ridiculous" for someone to stand up before the screen, with hand upraised and say "We solemnly represent to the public that this program is exactly what it purports to be and there is no deceit involved."

Asked if he considered it censorship for the FCC to take some punitive step concerning something already done, Comr. Doerfer said, "The majority of the Commission would not believe that censorship extends to taking action after the fact, on the basis that it is contrary to the public interest to continue such conduct."

Not Under FTC • Trade Commission Chairman Earl W. Kintner, as did the FCC's Chairman Doerfer, maintained that his agency did not have jurisdiction over tv programming content, including the tv quiz programs. He said that if the FTC interjected itself into this area, it would wind up policing wrestling matches and imposing "complete censorship of all entertainment."

He said the FTC has control over false and misleading advertising only and has no jurisdiction over the programming content. During questioning, he frequently alluded to the fact the FCC has primary jurisdiction over radio and tv, not the Trade Commission.

Counsel Lishman tried to sell his idea that owners of the programs in question made false representations to advertisers in selling the shows as "honest contests of skill," thus placing this phase under the Trade Commission. Comr. Kintner said he found this reasoning "somewhat farfetched." Mr. Lishman maintained the program and commercials constitute "one giant merchandising scheme" and that the FTC could not properly separate "such deceptive programming from the narrow, direct advertising of the product. . . ."

Comr. Kintner maintained that the FTC's power to crackdown on deceptive advertising does not extend to "deceptive programming." He said advertisers may well be responsible to the FCC for contents of the programs they sponsor but repeated time after time that the Trade Commission has no jurisdiction.

The witness told of a 1956 staff-level investigation of *The Big Surprise* by the FTC's New York office on the complaint of a contestant. He said the program was then off the air and the inves-

Newsmen find Van Doren • Rep. Oren Harris (D-Ark.) and his congressional investigators have not had a chance, as yet, to question tv quiz winner Charles Van Doren, but the above scene resulted when newsmen finally cornered him in New York last Wednesday (Oct. 14). Shortly after accepting service of a subcommittee subpoena, Mr. Van Doren (center in front of microphones) appeared at a news conference but refused to answer any questions relating to the tv quiz show *Twenty-One*, on which he won $129,000. He denied ducking the House subpoena, claiming that he did not know it had been issued before leaving for a long weekend in New England.

tigation never reached the commissioner level. Also, he said, it never was determined whether the FTC had jurisdiction in the case.

Agency Views • On. Oct. 9, the Subcommittee continued its explorations of the *Dotto* and *Tic Tac Dough* quiz shows. First to testify was Richard A.R. Pinkham, vice president of Ted Bates & Co., advertising agency for Colgate-Palmolive on *Dotto*.

Mr. Pinkham told the investigators his agency did not "control" the programs produced, but "supervised" it in such matters as proper placement of commercials. He said the first knowledge he had that anything was shady on *Dotto* was when a Colgate vice president appeared at his office at the "unearthly hour" of 9 a.m., Friday, Aug. 8, 1958. It was then that he learned of Edward Hilgemeier's charges, and that Marjeff Inc., the program's producer had paid Mr. Hilgemeier $1,500.

Mr. Pinkham agreed with Subcommittee Chief Counsel Robert W. Lishman that the $1,500 sounded like "hush money." He said it was "an idiotic thing to do" and was "to a certain extent, an admission of guilt."

Fisher Testifies • Thomas K. Fisher, CBS-TV vice president and general attorney, said deceptions by the tv audience, such as those of the quiz shows, "strike at the integrity of the networks, as well as that of the independent producers who created the shows. We covet the respect and trust of the American people. It is one of our fundamental beliefs that we have a responsibility to deserve such trust and confidence in everything we do."

CBS, he continued has taken definite steps to prevent rigging of present and future quiz shows. He said the editing department has a representative overseeing all quiz shows. Contracts have amendments spelling out warranties of fairness and prohibiting misleading practices. The network also has a private investigator on its payroll.

Rep. William L. Springer (R-Ill.) asked if CBS currently employs anyone who has been involved in a quiz fixing. Mr. Fisher replied "I don't know." Rep. Springer suggested "this may be another line of vigilance" that CBS ought to exercise.

Fixed Dancing Decimal • Mr. Fisher said one of his program overseers had uncovered the case of the fixed dancing decimal machine on *For Love or Money*. The machine, by having a decimal point dance around among numbers, determined the size of cash prizes on the show. It danced until a contestant pushed a buzzer indicating he had the answer. At times, the machine was rigged to automatically stop at a prearranged lower value prize when the buzzer was pushed. When a CBS representative discovered the hanky-panky, the show was dropped by CBS.

Felsher Admits Perjury • Howard Felsher, producer of *Tic Tac Dough* during periods in which it was owned by both Barry & Enright and NBC, admitted to the subcommittee that he had lied when he first appeared before the New York grand jury. He said he appeared before the grand jury a second time several months later and admitted that there had been fixing of contestants on both the day and night versions of *Tic Tac Dough*.

Approximately 75% of all nighttime shows had at least one contestant who had been furnished questions and answers, Mr. Felsher stated. On the daytime show, he said, only about 20 or 30 contestants out of 2,500 had been helped. According to Mr. Felsher's testimony, no contestant on the daytime version has been helped for over a year as the show is now "well established" and "I didn't think it was necessary."

Enright Confirms • Dan Enright appeared in open session at the end of the day's hearings to say that "a substantial part" of nighttime *Tic Tac Dough* shows had been rigged. Mr. Lishman asked who had originated the idea of fixing quiz shows. Mr. Enright replied: "I should think this practice has been in effect for many, many years. I can't think of any source to which it can be attributed."

As a remedy to prevent future quiz rigging, Mr. Enright suggested that the broadcasting industry set up a "commission" to devise questions. He said the show producers should not see the questions until the program was on the air.

Members of the Legislative Oversight Subcommittee last week took sharp issue with the contentions of the chairmen of the FCC and FTC that their agencies do not have jurisdiction over the tv quiz situation.

REP. FLYNT

And one, Rep. John J. Flynt Jr. (D-Ga.), said that he is preparing legislation which would change the method of selecting members of the regulatory agencies—now appointed by the President with the confirmation of the Senate. Rep. Flynt said that, with the possible exception of one man, the eight members of the subcommittee present for the tv quiz hearings agreed that the agencies have jurisdiction over program deceptions under present law.

The sharp questioning of FCC Chairman John C. Doerfer and Trade Commission head Earl W. Kinter by the Congress supports Rep. Flynt's statement. Rep. Walter Rogers (D-Tex.) said the agencies' attitudes amounts to "sticking their heads in the sand." He maintained both agencies have the authority to handle the problem but "they won't face up to it."

Rep. Flynt said if the FCC had stayed closer to the Congress, a lot of its current troubles would not have come to pass.

Exact form of the legislation has not been determined, Rep. Flynt said, but it will propose to place the selection of commissioners under Congress rather than the President. He said he wants to find out the reason behind giving this authority to the President in the first place. He admitted that final form of the bill could completely revamp the present FCC structure but said it definitely would not be of the "ripper" nature.

Rep. Flynt also laid some blame on the networks. "They are exempt from regulation and they have abused that exemption," he said.

DOERFER PLEA
Seeks new approach in license cases

FCC Chairman John C. Doerfer last week called for a new approach to handling license cases by government agencies—do away with comparative hearings wrapped in legal due process cotton, and let the agency pick the winner.

He made this point in a call for a wide revision of existing legal procedures used by government agencies to separate what he termed were contests for private privileges from those involving the public interest.

Speaking to the National Assn. of Railroad & Utilities Commissioners in Philadelphia, Oct. 13, Mr. Doerfer called for the following:

- Elimination of all "private attorneys general."
- Reaffirmation that commissioners are guardians of the public interest.
- Restriction of the right to be heard to those who have a direct interest in a contest for a privilege.
- Cut-off date after which no new parties can intervene except under the most compelling reasons.
- Retention of adjudicatory procedures for those cases involving legal sanctions—such as revocation of licenses, reparation of rates, violation of law or rules, unfair trade practices.
- New and more flexible methods to determine and apply congressional mandates.
- Determination of basic qualifica-

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Countermeasure development is one of the many areas in which ITT is engaged for the defense of the United States.

Guiding, controlling and testing missiles—to defend, to retaliate—is another vital area of activity. Still another is the creation of a split-second global communications system for the Strategic Air Command. And the development of earth satellites is another.

The all-important job of operating and maintaining the DEW Line, our Distant Early Warning radar network in the Arctic, is also an ITT assignment.

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WJAR is UP

Twelve out of twenty traffic periods rated 6:30 A.M. to 9:00 A.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows increases.

WJAR is UP

Thirty-eight of the forty-nine daylight hour segments, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, June '58 vs. June '59) WJAR shows increases.

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tions of applicants.

The basic point made by Mr. Doerfer was contained in his observation that there should be a careful study made of the wisdom of labeling all adversary proceedings as adjudicatory.

"I question," he said, "Whether a contest for a license or valuable privilege among a number of applicants should be subjected to adjudicatory procedures, or even a rate case which is presently defined as rule-making under the Administrative Procedure Act and is under continuing jurisdiction and supervision.

"Is not the prime quest the implementation of a service to the public and not the rectifying of past wrongs? Consideration of the recipient of the award is incidental."

Get Their Due • The amount of due process afforded the seeker of a license, Mr. Doerfer said, "exceeds in many instances [that] accorded to a property owner about to lose his home in a condemnation proceeding or an accused on trial for his life."

The agency should be accorded the sole guardian of the public interest, Mr. Doerfer urged. "Congress should reemphasize prompt dispatch of the licensing or certificating function and outlaw that class of persons who, having no direct interest in a license or certificate, gain an appearance status as helpful little Hannahs."

The intervenors, Mr. Doerfer declared, "do not have the public interest at heart at all, but pose as private attorneys general while they subserve their private interest. Their prime concern is delay . . ."

N.Y. move turned down in WJAR-AM-TV case

The move of New York realtor William Zeckendorf to intervene in the intramural dispute between Joseph Sinclair and trustees to his grandfather's fortune, with the Outlet Co. department store and broadcast properties WJAR-AM-TV Providence, R.I., at stake, was turned down Oct. 13 by a Rhode Island judge.

Superior Court Judge William B. Mackenzie ruled that the 91065 Corp. (Mr. Zeckendorf's firm) had no interest in the suit brought by Mr. Sinclair against the trustees of his grandfather's estate.

There were unofficial indications from Mr. Zeckendorf's lawyers that this decision would be appealed.

Last year, Mr. Zeckendorf made arrangements to buy 55,000 shares of Outlet Co. stock at $120 per share from trustees. Mr. Sinclair, executive of the broadcast stations sued to prevent the sale. A temporary injunction was issued last March, and upheld by the Rhode Island Supreme Court last July.

Trustees have announced that they intend to terminate the Zeckendorf contract since it contained a July 21 expiration date. This is also being fought by the Zeckendorf group.

Attorneys for Mr. Zeckendorf said he intended to raise his offering price to $125 per share. This statement was made when the petition to intervene was filed last month (BROADCASTING, Sept. 28).

Supreme Court agrees mx ruling is illegal

Fm stations which have balked at putting in multiplexing equipment to handle their functional music operations won a victory last week when the U.S. Supreme Court upheld a lower court ruling that the FCC's 1955 regulation requiring functional music to be mutiplexed was illegal.

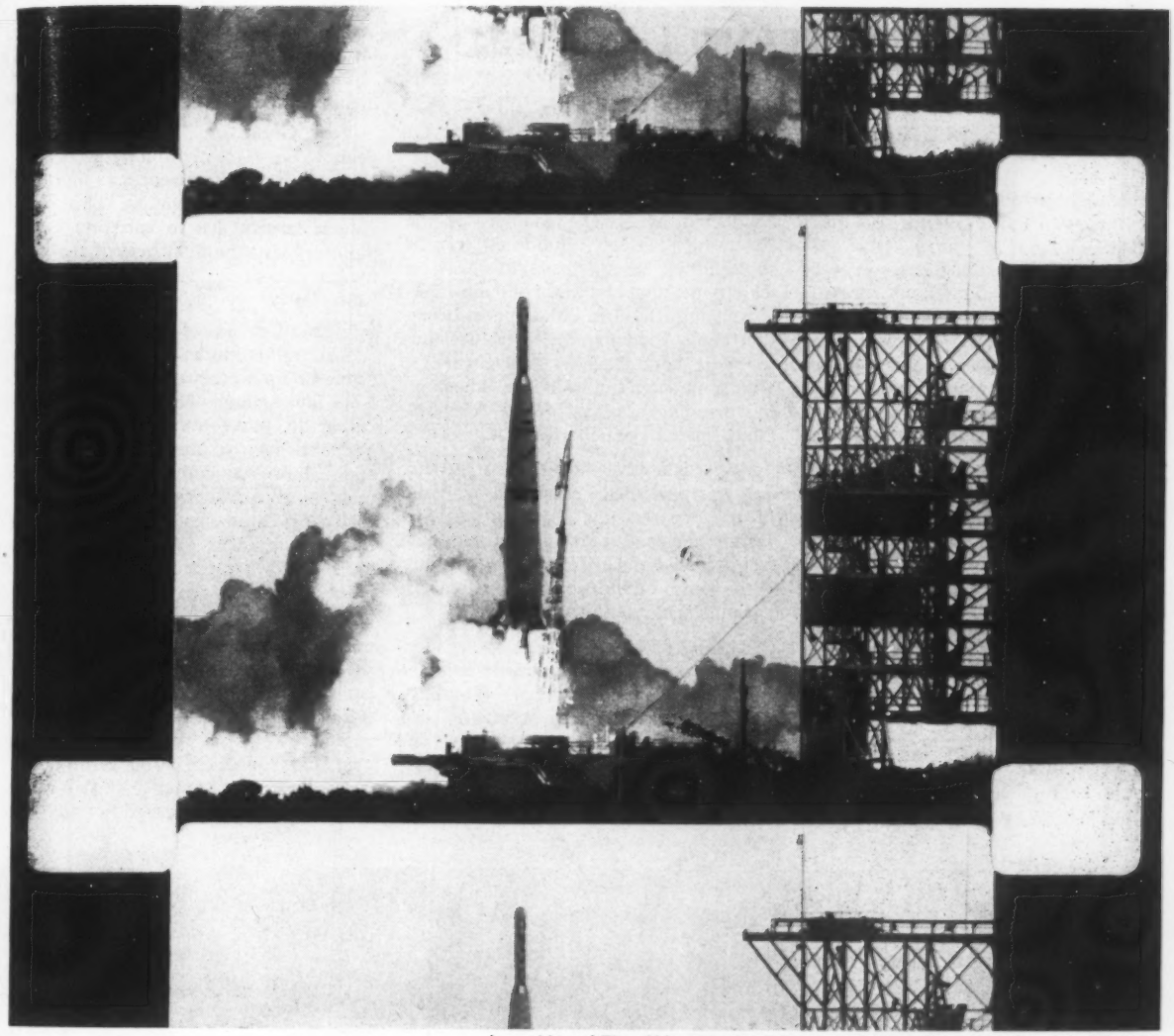
The Supreme Court refused to review a Nov. 7, 1958 ruling by the U.S. Court of Appeals in Washington that the basis for the FCC's multiplex regulations was invalid (BROADCASTING, Nov. 10, 1958). The Commission maintained that functional music was not broadcasting. The appeals court, in a two-to-one decision last year, said that the FCC's position that functional music is non-broadcasting in nature is not supported by the Communications Act. The case involved the FCC's refusual to extend simplex operation by WFMF (FM) Chicago.

This ruling was taken to the Supreme Court by the FCC and the Solicitor General of the U.S. Last week's action invalidates the four-year-old regulation.

FCC attorneys acknowledged that this latest result wipes out the multiplex requirement, but pointed out that the Commission may still accomplish the end result by reshaping its order on grounds other than those used in 1955. The Commission is considering regulations to authorize commercially stereophonic broadcasting and it is surmised that this proceeding may give the FCC another chance to weigh the question of functional music broadcasting.

Augment • Most fm stations augment their income from regular broadcasting by arranging to supply specialized programs to restaurants, factories, supermarkets, banks, hotels, etc. Receivers placed in these establishments are equipped to become silent during commercials and voice announcements, resulting in background music-type reception. It was this type of program which the FCC tagged as non-broadcasting.

In an attempt to aid fm operators, whose income from regular advertising sources is generally meagre, the Commission concluded that the specialized broadcasting could be continued, but must be broadcast on a multiplex basis.



Launching of Thor-Able mouse-carrying rocket, Cape Canaveral, Fla., July 23, 1958

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That's what Jay Weand, Chief Photographer, WCKT-TV, Miami, tells us

"Our photographers have to have a film they can depend on. That's why we use nothing but Du Pont Type 930 and 931 Rapid Reversal Films, from the North Pole to the South Pole—and still come up with a good news picture.

"But there's a good deal more to newsreels for TV than just getting a good shot on film," he continued. "The most important thing is to get a *consistent* picture that will show well on the TV screen. The wide latitude of Du Pont film helps us get pictures that consistently come up to the high standards we've set."

There's a Du Pont Motion Picture Film to meet your high standards, too. For more information about Du Pont's fine films, write Du Pont, 2432A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

A U.S. MOUNTAIN LABORED

Agriculture Dept. brings forth survey mouse in findings of newspapers as mass media

The U.S. government has entered a new field—official evaluator of mass media.

A Dept. of Agriculture survey covering fewer than 700 households, provided the basis for sweeping statements measuring the influence of newspapers, radio and tv. Newspapers came out on top, especially in newspaper versions of the survey—versions that avoided some of the information covering the impact of radio and tv.

Newspaper accounts of the survey inspired indignant protests from broadcasters who wondered why the Dept. of Agriculture and its Extension Service had been drawn into this sensitive and competitive field.

W.D. Rogers, president of KDUB-AM-TV Lubbock and other stations, sent a stiff protest to Sen. Lyndon Johnson (D-Tex.), majority leader, and other legislators. He said:

"It seems an exorbitant and ridiculous waste of the taxpayers' money to attempt to duplicate in this area the existing survey services."

The Dept. of Agriculture study was conducted by S. Q. Hoobler, of the Extension Service. Published results showed that on the basis of local research, newspapers were the top-ranking medium used in obtaining information about food marketing. Basic studies were conducted in Raleigh, N.C., with some later studies in the Wheeling-Steubenville area of West Virginia-Ohio, and Lake Charles, La.

An article covering the Hoobler survey was published in the October issue of the department's *Agricultural Marketing* magazine. The article summarized results of an "exploratory study with some implications for extension consumer marketing problems."

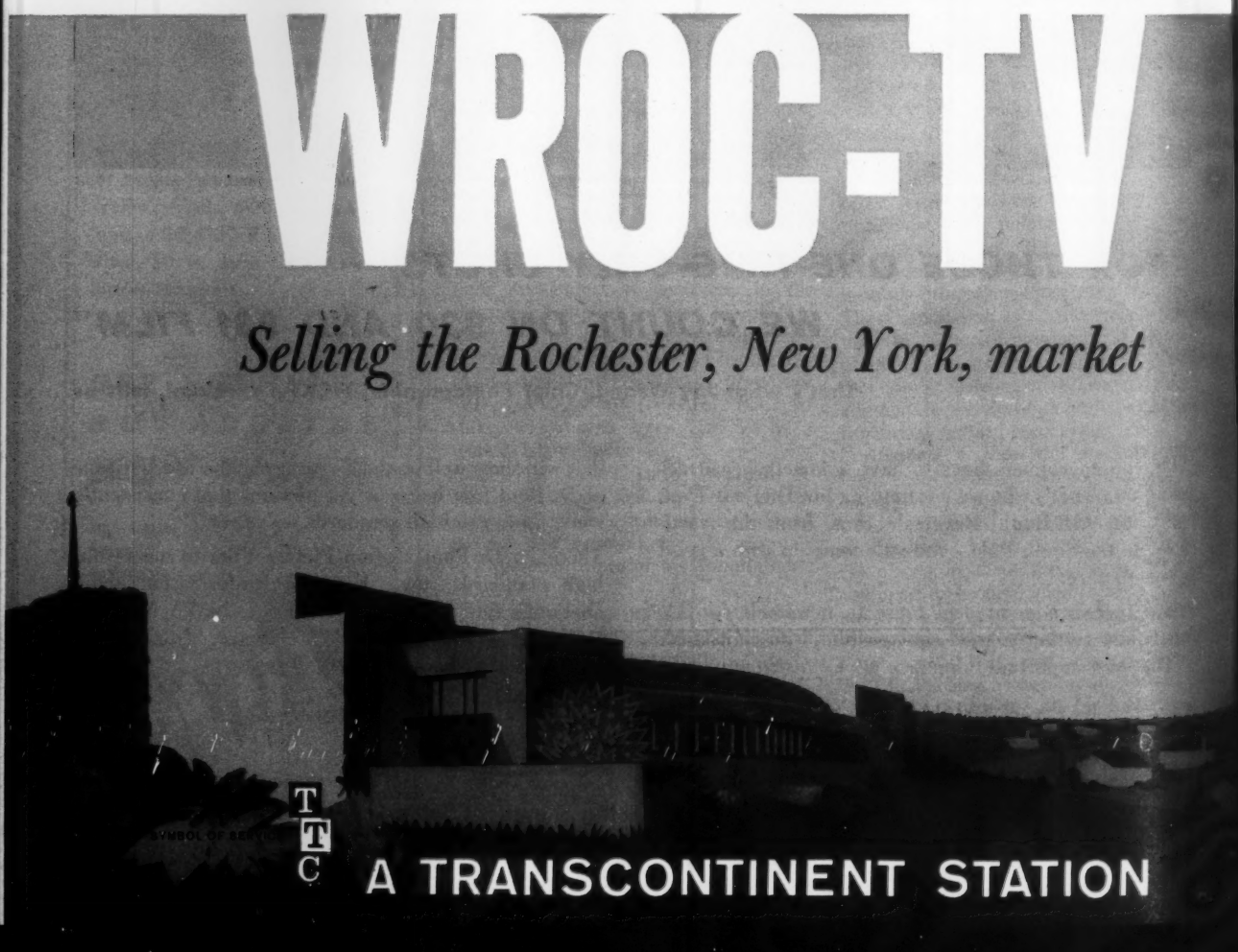
The study was designed to develop ways to obtain information on motivations and values influencing food-buying decisions; interest in, need for, and lack of knowledge of marketing information by household food buyers, and effectiveness of mass media in reaching buyers with consumer marketing information made available through extension programs.

The section on selection of mass media follows:

Vary Greatly • "Each medium appears to vary greatly among geographical areas in its effectiveness as an outlet for marketing information. This probably is largely due to variation in the philosophy of the managers of the mass media outlets as well as to types of professional people conducting programs.

"Since this study was conducted in only one urban area, it is felt that there were few findings which warrant application to other areas of the United States. In view of the findings from this study, however, and a brief review of other extension studies relating to mass media use, a few generalized statements appear applicable beyond the Raleigh area.

"Newspapers appear to be the best medium for both food advertisements and for marketing information on food; the three studies reviewed would indicate this to be true. In the study at Raleigh, all homemaker groups indicated newspaper advertisements a principal source of food information. Thus, the general practice of submitting food-marketing information for the



newspaper foods section which contains the ads appears to be very logical. Because of the importance of food advertisements, any assistance to the interested retailers through providing them with educational marketing information which could be used in ads would probably pay dividends for the program.

"Limited" • "Due to the limited radio and tv media time allocated to food information in Raleigh, no generalized statements beyond Raleigh appear warranted. There appears to be some possibility, however, that food information over radio and tv might reach some low-income, lower educated homemakers more efficiently than would articles on food in newspapers."

A tabulation of findings for 685 responding households was given for the question, "How do you, yourself, prefer to get information that would be helpful to you in your food buying—over the radio, over television, at meetings, through pamphlets or leaflets, or through newspapers?" The all-households results follow: Newspapers 59.9%; pamphlets 17.7%; television 14.6%; radio 8.7%; meetings 1.0%.

A second table showed results for the question, "There are several ways in which homemakers may get information for shopping for foods. Would you please look at the list on page 9 [of a booklet]. Please tell me which of these you have gotten information from on food shopping within the last two or three months?" The media replies for 679 households showed (multiple answers):

Food advertisements in newspapers 82.3%; food advertisements in magazines 28.1%; articles about food in newspapers 27.5%; food advertisements on television 27.3%; food advertisements on radio 26.8%; food programs on television other than advertisements 12.8%; radio programs about foods, other than advertisements 9.8%.

The *Agricultural Marketing* article cited examples in which radio, tv and newspapers were used successfully in a Georgia educational program on peaches. "Newspapers told of the heavy supply situation, and a special Sunday magazine article featured the Georgia peach crop," the article stated. "At the same time, many people were hearing about the availability, price selection and care of peaches over the radio. Eleven radio spots ran full blast for three weeks.

"On television, the picture story of peaches was told. One station offered free pamphlets on freezing and canning methods. More than 1,200 requests poured in—the greatest response this station had ever had for free literature."

FCC may rescind KATZ power increase

KATZ St. Louis has not been "diligent" in proceeding with construction of facilities to increase nighttime power from 1 kw to 5 kw and therefore should be denied an extension of time of its construction permit, FCC Hearing Examiner Annie Neal Huntting ruled last week in an initial decision. Owned by Rollins Broadcasting Co., KATZ first received the increased power authorization in March 1957 and has had three extensions of completion, the latest of which expired Dec. 1, 1958.

Examiner Huntting, in her proposed action cited failure to construct, saying:

"Rollins has not been prevented from constructing but has elected not to construct . . . because of the planned rerouting of a highway in the vicinity of the transmitter site . . ." the examiner stated. "It is clear from the findings that the applicant could go forward but has elected to await the outcome of the highway placement. This is the applicant's business judgment and, however commercially prudent, is quite unrelated to the public interest in the early institution of a nighttime increase in the power of station KATZ."

GREATER COVERAGE in the thriving 13-county market surrounding Rochester, N. Y., is just one important reason why more and more advertisers select WROC-TV for successful selling campaigns and new-product tests. In this rich Western New York area, with its heavy concentration of highly skilled industrial and specialized agricultural workers, more than a million people spend over $2 billion a year for products and services.

According to Nielsen (NCS #3), WROC-TV—celebrating its tenth anniversary this year—provides advertisers with considerably greater coverage of this two-channel market than its competitor. Using a standard 25% cut-off point (based on number of TV homes in a county that view a station at least one night a week), NCS #3 shows the competitive channel adequately covering only seven of the 13 counties reached by WROC-TV.

In terms of viewer homes reached daily, this means WROC-TV delivers to advertisers *42% more coverage* in the daytime ...*31% more coverage* in the evening.

For information about specific availabilities and how you can reach more adults on WROC-TV, Rochester's *first* and most powerful station, call your Petry television representative.

NBC-ABC • CHANNEL 5 • ROCHESTER

WGR-TV, WGR, Buffalo, N. Y. • WROC-TV, Rochester, N. Y. • WNEP-TV, Scranton–Wilkes-Barre, Pa.
WSVA-TV, WSVA, Harrisonburg, Va. • KFMB-TV, KFMB, San Diego, Calif. • KERO-TV, Bakersfield, Calif.

The
Beatniks
don't...

...but
everybody
else in
BUFFALO
prefers
WBNY

Best Buy
in the
Buffalo
Market

Call Jack Masla

20TH CENTURY-FOX IS 'BUYING'

Major movie studio is going ahead quickly to buy stations, expand its tv business

20th Century-Fox Film Corp. is in a "damn the torpedoes, full speed ahead" mood in television. It wants to acquire tv stations, and means to purchase them as soon as possible. The company also has a "grand design" on other phases of the tv business.

These "hopes" of 20th are for sure. But so far, 20th is uncertain as to a timetable. Much of its springboarding into various phases of tv will depend on the "appropriate time."

Based on an interview last week with Peter G. Levathes, former Young & Rubicam director of radio-tv and the newly appointed president of 20th's tv subsidiary (20th Century-Fox Television Productions Inc.), the following summary represents the management thinking on tv. Mr. Levathes, at the time of the interview (Oct. 14) had been "on the job" but two days.

• Station ownership — Negotiations are underway with several tv stations and 20th Century-Fox will discuss a deal with any station. As yet the company has not entered into a new purchase agreement. (It is known that 20th Century-Fox is negotiating with the Gannett Newspapers for the purchase of Ch. 13 KOVR (TV) Stockton, Calif. [CLOSED CIRCUIT, Oct. 5]) and apparently also has expressed interest in KMBC-TV Kansas City. The motion picture firm has an application pending for FCC approval of its $4.1 million buy of Ch. 9 KMSP-TV Minneapolis.

• Film production for tv—Mr. Levathes was to leave New York over the past weekend for an extended stay in California to look over the production set up. The company has *The Many Loves of Dobie Gillis* on CBS-TV (Tuesday, 8:30-9 p.m.), *Five Fingers* on NBC-TV (Saturday, 9:30-10:30 p.m.) and *Adventures in Paradise* on ABC-TV (Monday, 9:30-10:30 p.m.).

Another series, *Last Frontier*, is being made with CBS-TV. The series will be made up of hour-long episodes with Alaska the setting.

20th plans to continue to make both half hour and hour-long shows, the latter being developed for network sale. It also will use its literary properties. The company's aim: "top quality" film.

• Syndication — 20th Century-Fox hopes to enter the syndication field at the "proper time." It has not yet developed an organization for this purpose.

• Commercials — The company expects to enter this phase of tv but not before the tv film production plans are formulated. The firm has found many approaches to commercial production (for advertisers and agencies). This aspect appears to be far down the list.

Those features released from 20th Century-Fox's pre-1949 library thus far have been distributed by National Telefilm Assoc.

Etv: help to kiddies?

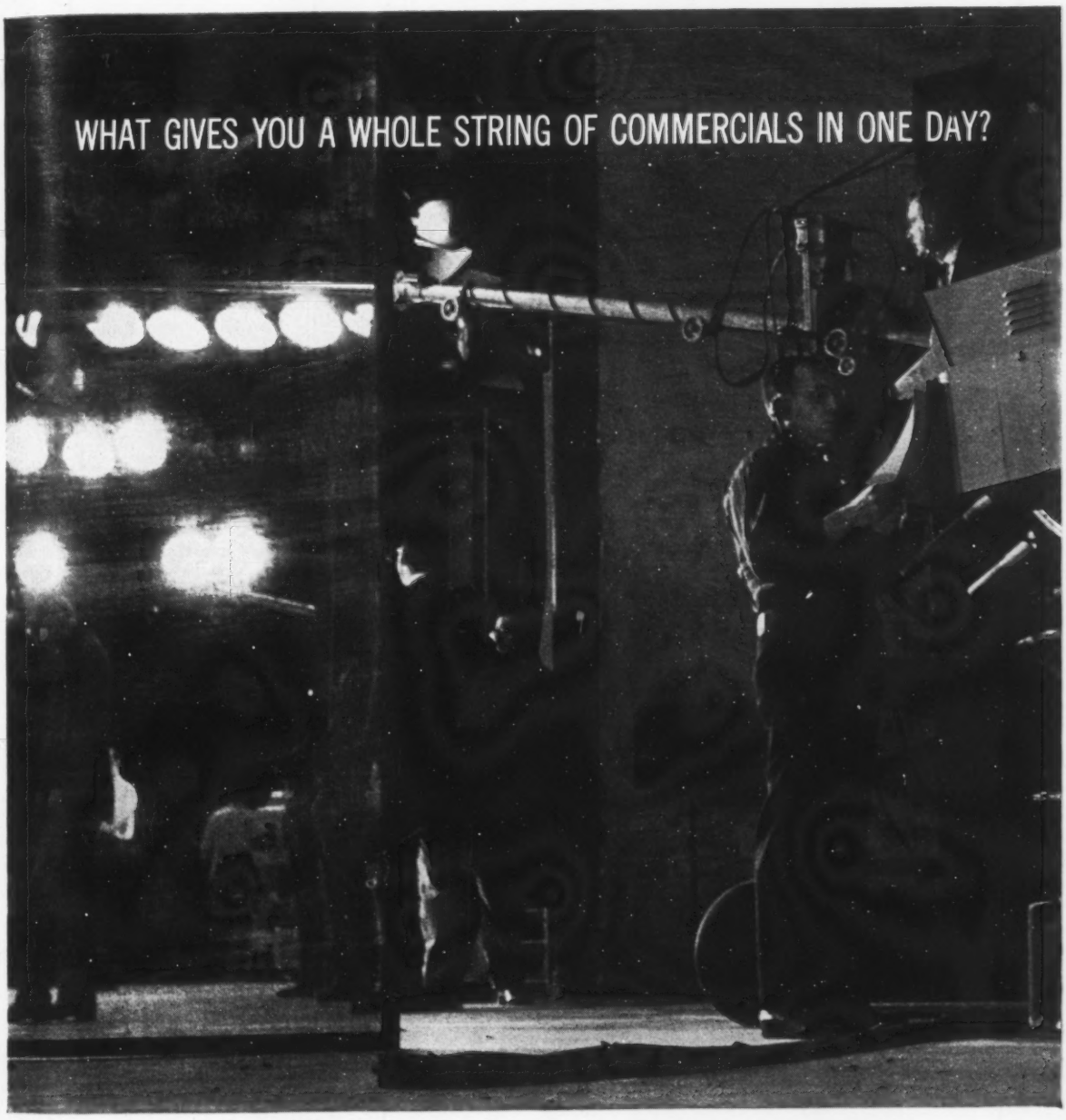
The National Education Television & Radio Center this month begins testing a children's program it has spent 10 months developing. Three versions of a half-hour series, *What's New*, begin five-week runs on KCTS (TV) Seattle, KRMA-TV Denver, KUED (TV) Salt Lake City, WTHS-TV Miami, WYES-TV New Orleans and WMVS-TV Milwaukee.

Among questions the test, lasting five weeks, will try to answer, is whether educational tv can supply all of a child's program needs. To this end, test shows are loaded with varying "payloads" of entertainment and general educational values for the 7-12 year-olds. Results will be evaluated by the NET with the help of schools.

The test will guide selections for a *What's New* series next year.

BMI selling BMI

Broadcast Music Inc. last week was in the process of disposing of its popular-music publishing arm, also known as BMI. Negotiations were in progress with Columbia Pictures, through its Screen Gems subsidiary, for sale of all rights—except performing rights—in a group of several hundred tunes published by BMI. Columbia would acquire both recording and publishing rights in this music, but the performing rights—which BMI licenses to broadcasters and others—would be retained by BMI. Nor would the deal affect Associated Music Publishers, BMI subsidiary which publishes serious music and acts as agent for concert music of certain European publishers.



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Rehearsal's over. The talent's ready.

The one-minute commercial goes on tape.

Then—in instants—the commercial's on the monitor, ready for approval. No time lost for processing. And no money wasted on expensive editing. Should a re-take be needed, another taping's done in just one minute.

Best of all, the taped commercial has "live" quality . . . you get a wider, truer contrast range and signal detail than has been possible by photographic recording . . . involving tolerances of three ten-thousandths of an inch.

Amazing video tape is made *only* by 3M . . . a product of the 3M Research that pioneered magnetic tape. You can rely on erasable, re-usable "SCOTCH" BRAND Video Tape.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

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THE MAN BEHIND DAVE SUSSKIND

Al Levy is 'papa' and executive genius of Talent Assoc.

Mention the name of David Susskind in a conversation, and it's fairly certain that it will be recognized by all present. His many excellent tv productions under the Talent Assoc. banner, along with thought-provoking appearances at countless seminars and mentions in the press, have added up to make the Susskind label synonymous with creative programming.

But on other occasions the question may be heard, "Who's that chap talking with David Susskind?" And the answer from those more thoroughly versed in the business side of tv could be, "Alfred Levy."

This may exaggerate the silent partner role of Mr. Levy as the "unknown associate" of Talent Assoc. But, Mr. Levy, president and partner, says it "won't hurt" him if instead of being recognized as a personality it is said of him: "See that little guy? He's got a million dollars in the bank."

Known or not, Al Levy lives the good life. He hangs his hat in an apartment in New York and in two western homes: located in Nevada and in his native Arizona.

Matter of fact, he pays taxes on a fourth residence as well—in New Hampshire. He allows as how he purchased this hideaway chiefly for his wife, Ruth Sitarr (actress Therese Hunter), who enjoys the area for winter skiing.

Papa Levy • The 47-year-old Levy is a bit under average height, dresses and also speaks with a casual air. His hair is thinning.

He observes: "At the office I'm known as 'father.' I'm the one they come to when they have problems."

Not that he and partner Susskind don't have a few of their own: "We're in a complicated business," he reflects. "It's a problem of ratings and reviews. If we get the reviews, the sponsor wants to know about the ratings. If it's ratings we have, he wants the rave reviews."

To Mr. Levy, who founded Talent Assoc., the firm "stands for something" in television. He built it without names, "we thought ahead; we did it all by ideas and by doing something better."

This is the Al Levy credo. If he ran a candy store, he would strive for a better layout, a better product and—naturally—it would be merchandised better.

The personal relationship with Mr. Susskind is very close. Ever since Talent Assoc. began to "stand for something" in tv, Messrs. Levy and Susskind have worked together in overall planning and in the creative and productive aspects. But the former is the business man of the firm; Mr. Susskind, executive producer (and executive vice president), is the skilled craftsman who understands technique.

On the "outside," and in the office, too, the unusual duet complement each other. The older partner avers that traits of flamboyance and provocativeness, or even seeming provocativeness endow Dave Susskind with the image of a "man who rides the white horse."

Early in their association, the up-and-coming Levy worked in the same office and at the same desk with David Susskind. As activity increased, more and more actors and directors "used to come in to see Dave. It got impossible. Now I have my own desk."

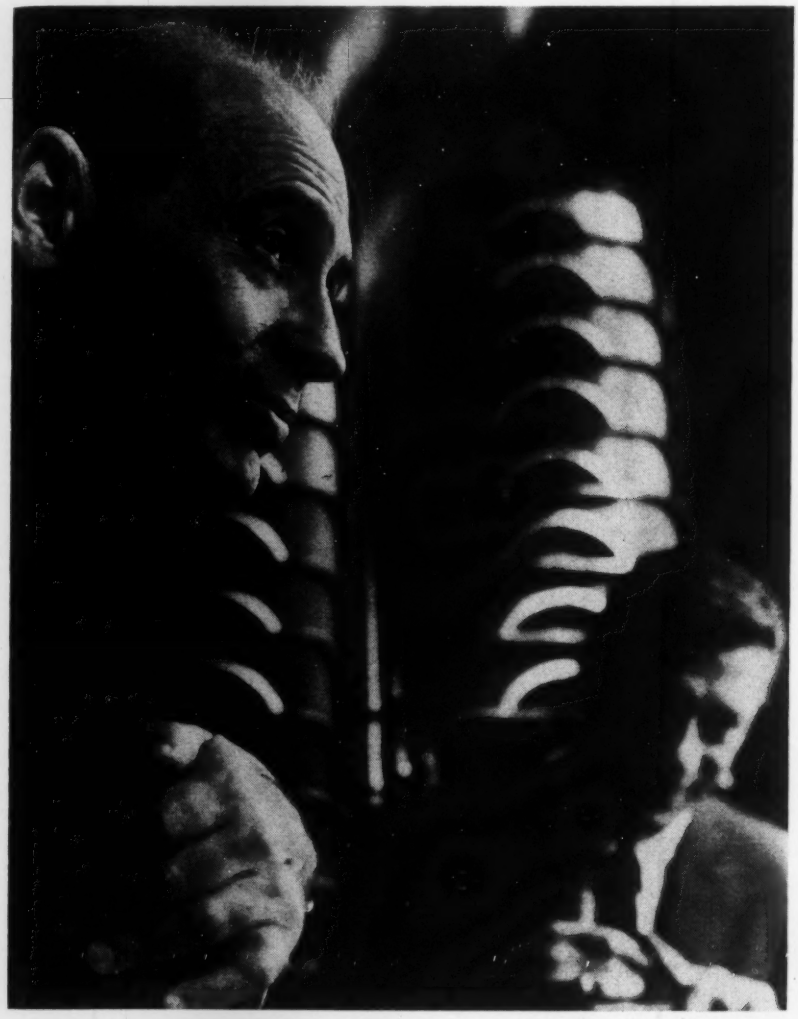
While humor is often present when "papa" speaks of his younger partner, the well-known producers apparently harbor an understanding towards one another which springs from an amalgam of professional and personal respect.

No Argument • In their 10-year association—believe it or not—the two have "never had an argument."

"Mr. Susskind," Al Levy admits, "was provocative when first he expounded his views during tv's sterile season. Now people in the industry are shooting at him.

" 'Why no originals?' they ask. These people are naive. They fail to realize that an advertiser puts half a million dollars into a show—and the sponsor won't let the producers take a chance."

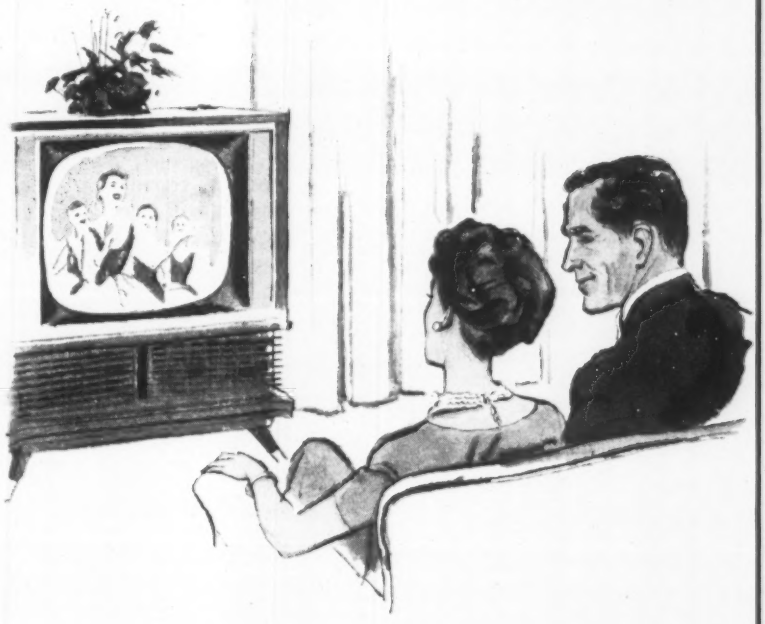
Ulcers? Seemingly, Mr. Levy courts them. His day is consumed in generous measure, both on the phone and in per-

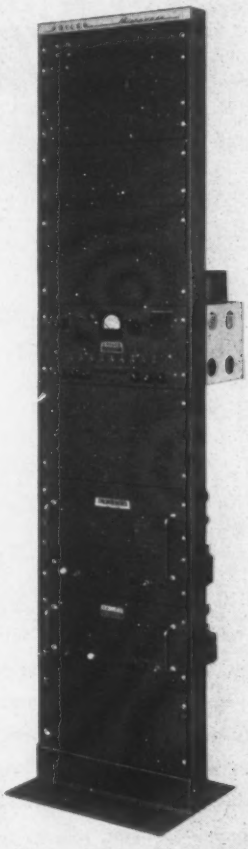


AL LEVY (L), DAVE SUSSKIND AGREE: 'WE WANT TO DO THE BEST SHOW'

PHILCO
MICROWAVE SYSTEMS

. . . provide top quality reproduction
of relayed video signals
. . . at low cost!





PHILCO MICROWAVE SYSTEMS provide true fidelity point-to-point relay of "off-the air" television programs over short or long hauls, at minimum cost.

Stable, broadband transmission makes Philco Systems equally applicable to Community TV and S-T-L relay of NTSC compatible color or monochrome signals, including audio program channel.

With 1 full watt output, built-in metering and test circuits, fully automatic standby . . . Philco Microwave Systems *assure* dependable, unattended, continuous operation.

PHILCO
TLR-6 TRANSMITTER

- Operates in 5900 mc to 7125 mc bands
- Highly reliable, unattended operation
- Simplified maintenance
- NTSC compatible color or monochrome
- 1 full watt output
- Full 15 KC audio channel multiplexing
- Automatic standby
- Built-in metering and test circuits

• PLUS PHILCO'S COMPLETE TURNKEY SERVICES:
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Write today for catalog sheets describing Philco TLR equipment

Government & Industrial Division, 4718 Wissahickon Ave., Philadelphia 44, Pa.
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"JAXIE" Salutes

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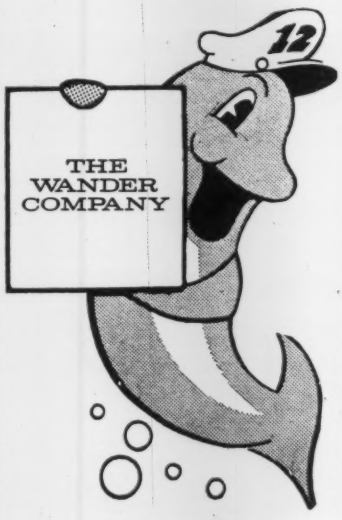


The Wander Co. has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. The Wander Co. is using a year's schedule of over 300 spots, and these spots—combined with WFGA-TV programming—will provide top selling power for Ovaltine.

"Jaxie" is proud to have Ovaltine and the Tatam-Laird, Inc. advertising agency of Chicago on its growing list of prestige advertisers.

NBC and ABC Programming
Represented nationally by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

son, trying to "straighten things out."

At Talent Assoc., he admits "compromises are sometimes necessary." On the other hand, he insists, "We want to do the best show in spite of it. We do not want to feel that the air would be better off without our program."

His bills for getting a project off the ground are staggering. Five specials per month, he notes, mean about $1.5 million in production, "more than it would take to finance eight Broadway shows."

Whipping Boy • Somehow, New York is his pet whipping boy, and there are those who might think this odd considering the fact that "Baghdad on the subways" was at least the climate for his phenomenal success.

He dimly views "antics" to bring in certain activities; for example, a second ball club. But when it comes to live tv, he charges "we are conveniently ignored . . ." Yet the industry, he points out, "employs more people than baseball ever could hope to."

He alluded to the building on Second Ave. where Art Carney has been rehearshing a show for a series being produced for General Motors by Talent Assoc. A sign outside of old Central Plaza Hall, languishing in the lower East Side, offers the premises for hire to weddings.

"See what I mean?" sighs Mr. Levy, who apparently wouldn't be surprised to find a band of gypsies encamped there one of these mornings.

Averse to Hollywood, nonetheless, he believes that a few talent agencies control motion pictures. He asserts that this is the "economics of the business. They can get performers only by giving a piece of the business to them." Feature filming is out, unless "you make a 'Blob' or a 'Spider.' I cannot do this type of picture."

This summer, Talent Assoc. produced "Raisin in the Sun" (a successful Broadway play) for Columbia Pictures but, he reminds, it was filmed in New York. He cautions that film is not inferior in television but "we know the live business and feel we are best there. It's where we've been the most successful."

Up The Ladder • Mr. Levy studied at Arizona U., received three degrees, the last one in law. He practiced in Dallas in 1935 but the depression was too much and he migrated to Los Angeles. On a golf course, he met Jimmy Saphier, a top representative, who urged him to enter the talent field.

During this phase, Mr. Levy handled Herbert Marshall's first radio endeavors, Doris Day for a while, and managed Frank Sinatra who was moving into the bigtime. (He directed and produced the singer's radio show.)

In 1945, Mr. Levy formed Century Artists with Richard Dorso (now with Ziv) and Martin Melcher (has since married Doris Day and is her business representative). While visiting the firm's New York office in 1947, Mr. Levy ran into a young man about 24 who obviously was cooling his heels in the waiting room.

"Who are you?" asked Mr. Levy.

That was his introduction to David Susskind, whom Mr. Levy immediately liked and brought into the firm.

When Century — which represented talent—was disbanded soon afterward, Mr. Susskind with Mr. Levy's help joined Music Corp. of America while Mr. Levy proceeded to find out how to lose money trying to salvage family shipping, farming and other interests (some of this has since been recouped).

Talent Assoc. was formed March 10, 1949. Mr. Levy then had $10.10 in his pocket, all that remained after a disastrous fling at keeping the once-lucrative family enterprises above water. When most of it submerged in the late 40s, Mr. Levy, along with a brother, saw the $1 million they were worth go under in about a year's time.

The TA Story • The new company represented producers, directors and other creative talent. It began to produce shows, too. Finding it couldn't do both, it went into full production rather than representation. Early shows included a Philco program, "Mr. Peepers" and "Treasury Men in Action." He soon had Mr. Susskind back with him for a six-month stay.

As the business progressed and Dave Susskind stayed on, Mr. Levy offered Dave Susskind a 60-40 share in profits. Later he found this arrangement nonsensical and told Dave so. They made it a 50-50 arrangement.

Not All Sixpence • He thinks beyond the profits. There's the example of more than 20 hours used to get one scene "right" in "Body and Soul" (telecast Sept. 28 on CBS-TV as first in this season's DuPont *Show of the Month* series). Taping of the final prize fight

Big business

Talent Assoc. has become big business: it meets a payroll in seven or eight figures, expects to gross $15 million this year. This activity goes hand in glove with the trend toward more dramatic showcases. Mr. Levy's firm alone will turn out 33 specials on all three networks in the 1959-60 season while continuing with the *Armstrong Circle Theatre* alternate-week series.

episode was at Madison Square Garden (a privilege for which TA paid well to move equipment and talent into the Garden in the wee morning hours) and more than 100 extras hired. "We lost money on the show," Mr. Levy grumbles.

In operating Talent Assoc., Mr. Levy estimates it costs $20,000 a week "to run the office." The payroll for talent alone should run $3-4 million this season. Now that most live dramatic shows are on tape, the schedule is tight. In a single month, four or five shows are produced, though on different target dates of readiness.

There's little turnover in the permanent creative staff (about 55 people). These are writers, producers, associates, directors and their assistants, and editors (whom he considers the excelsior in packaging a show). When production is in high gear, the staff can mushroom to 200 or more.

Rx for Success • Why is Talent Assoc. successful? "Personality is a nothing" in this business, its bossman answers. Talent Assoc. was not "just lucky", but can produce a good product:

"We are good salesmen, we sell ourselves with a guarantee that our product is a little better."

Mr. Levy also explains that "we are different from Music Corp. of America, William Morris Agency or General Artists Corp.

"We sell what we create, not what somebody else made. We don't charge the agent's sales fee which is 10% over the price of the show, and we sell our product for about 10% less than that of other production firms which have quality product. So we have a 20% edge."

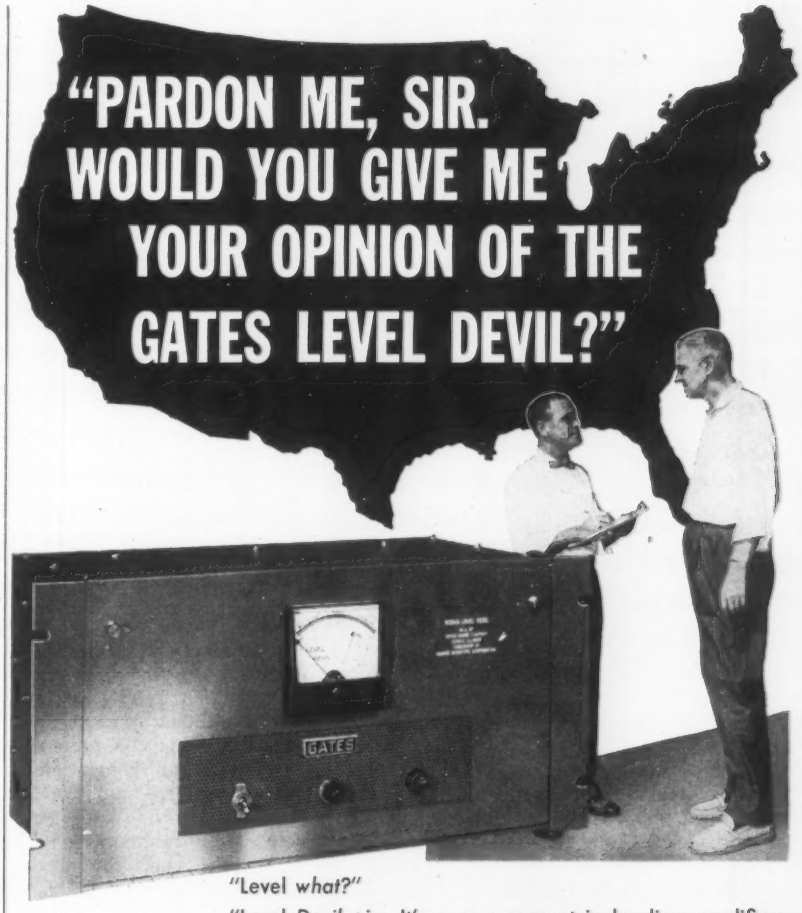
That 20% edge, concludes Mr. Levy, ex-talent agent and a whiz at percentages, glints like new-found gold to the tv advertiser.

NEA tv series

The National Education Assn. is going into tv on a regular basis this year with a 13-week half-hour series, *The School Story*. It debuts on some 260 stations this month and next, in public service time.

The first film is a report by Dr. James B. Conant, president emeritus of Harvard and former ambassador to West Germany, based on his book, "The American High School." Locations are Washington NEA offices and two high schools. Narration is by Actor Ralph Bellamy and production-direction by Arthur D. Morse, reporter-director of several CBS-TV *See It Now* shows, and writer.

The entire series is under direction of the NEA press-radio relations division, with Stuart Finley as executive producer.



"Level *what?*"

"Level *Devil*, sir. It's a new concept in leveling amplifiers developed by Gates."

"I haven't bought one. Has anybody else?"

"Oh, yes sir! And both radio and television broadcasters from coast to coast are shouting its praises."

"What are they saying?"

"Well, for example, Mr. Stan Sadler, chief engineer of WMTV, Madison, Wisconsin, reports: *'to say that we are happy with the Level Devil would be the understatement of the week. No other amplifier built will do what the Level Devil does.'* Mr. Hulon Mathis, chief of WSJC, Magee, Mississippi, says—*'I can think of no words which can express my true appreciation of such a fine instrument. Its unequalled performance in the gain as well as its limiting is wonderful.'* And Mr. John A. Maxson, KIDO Radio, Boise, Idaho, writes—*'It makes automatic allowance for inaccurate operation by control personnel, and with one-man combination operator-announcers handling the transmitter input, our station does a better job with reliable automatic level control, as provided by the Level Devil.'* See what I mean?"

"Hmmmm. Where can I get more information?"

"Just write the Gates Radio Company, Quincy, Illinois, for Bulletin 107-A. It describes the Level Devil in full detail."

"Thanks. I'll just do that."

GATES

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

Advice on mid-season show replacements

"A sponsor who buys a mid-season replacement from nothing more than a format (and possibly a shooting script) is courting suicide," Philip N. Krasne, president, California Studios, stated last week.

Mid-season mortality seems to be an inescapable fact of tv life, Mr. Krasne observed. But, he added, this is no reason for replacing one failure with another series with no better life expectancy. To avoid this costly error, he suggested that the advertiser who, come November, is "thoroughly disenchanted" with his new tv series and has notified the network that he wants out, should appreciate a couple of facts about the production of a tv film series.

First fact, Mr. Krasne asserted, is that "it is physically, artistically and logistically impossible for any producer to deliver a series that will hold up as a mid-season replacement if he has nothing but a single pilot film in late fall. It is impossible to make a good television series from a standing start."

Next fact, he continued: "Neither the sponsor nor his advertising agency, nor even the network, should ever buy a mid-season replacement after looking at only a single pilot. No matter how good the pilot may be (and there are plenty of ways to make them look good) it cannot possibly be representative of the rest of the series if the producer has nothing more to offer as visible evidence of where he is going from there."

With those negative facts presented, Mr. Krasne made some positive suggestions for the advertiser, agency and network to follow when shopping for a mid-season replacement:

"Demand that a producer audition more than a single pilot. It is not unreasonable to expect to see at least two completed shows, preferably more.

"Demand that a producer show at least two (preferably more) additional final shooting scripts.

"Ask a produer for tangible evidence that he knows where he is going from there. Ask for several additional story lines.

"Do not even discuss a proposition that is offered on the basis of only format and script."

As one who has been producing films for television for more than 10 years, Mr. Krasne admitted that "it takes guts —and good banking connections—to sit on the end of a production limb, gambling $40,000 to $90,000 on the sale of a pilot film." But, he asserted, the producer who plans on providing a mid-season replacement that will survive has got to be willing to back his play with a lot more money and a lot more film.

"The producer simply has to do this if he's interested in keeping faith with his buyer, if he's going to provide substantial evidence of the quality of his series, if he's going to play his part in eliminating altogether the evil of replacing a mid-season mortality with just another mortality."

NEWSCAST SURVEY
Radio listeners prefer news once each hour

People prefer to get their radio news every hour rather than every 30 minutes. If they have a set time for listening to newscasts, it's most apt to be at noon or at 7 or 8 a.m., in that order. Many say they never turn on the radio for the specific purpose of hearing a newscast, but more say they turn it on at least once a day for that purpose, and even more say their sets are running most of the time anyway.

That's what KREM Spokane found out about newscasts in a survey conducted in its market by Gerald Tremaine, Marketing instructor at Spokane's Gonzaga U. The results, released last week, showed that of 500 Spokane residents queried, 288 preferred hourly newscasts (most thought more frequent reports are "repetitious"), 91 preferred them every half-hour (but many wanted only headlines at the half-hour mark, the report continued), 26 thought three or four times daily would be enough and the rest had no opinion.

Out of 150 who said they listen to a radio newscast at a specific time each day, 44 named the noon report, 32 the 7 a.m. newscast, 19 the 8 a.m. report, and 11 voted for 7:45 a.m. and 6 and 10 p.m. A total of 101 said they never turn on their sets to listen to a news show, but 80 said they do once a day, 32 twice a day, 20 at least three times a day, 48 once or twice a week, and 150 others said their radios are operating most of the time.

Multiple Answers • Asked to name their "main source" of "new news," the respondents gave multiple answers. Radio came out with 258 mentions, television 209, newspapers 322 and magazines 19. Another query found that 44 percent would turn to radio for details if they were "suddenly startled by an unusual number of sirens in the far distance"; next closest medium was the newspaper (4.6 percent). But almost a third would make a telephone call to find out; of these, 50 percent would call the fire or police departments, 13.5 percent a radio station, 13 percent a newspaper.

Preponderantly (439 to 12) they wanted regular programming interrupted for special news announcements of "real importance."

Tv Civil War series begins on WBC outlets

The American Civil War, Westinghouse Broadcasting Co.'s new tv series consisting of 13 half-hour programs saluting the upcoming Civil War Centennial, started Oct. 4 on all WBC tv stations. The programs, based on original Matthew B. Brady photographs, trace the history of the four-year conflict as well as the important events preceding and following it.

William J. Kaland, noted Civil War collector and national program director for WBC, and Roy Meredith, photographic historian of the war, teamed up to write and produce the series, which took two years to produce. More than 3,000 authentic photographs covering 700,000 square miles of battlefield were used in the series. The musical background is played by the London Light Symphony Orchestra and Queen's Hall Concert Orchestra. All but two of the programs are based entirely on the Brady pictures. The two exceptions depict the battle of the *Merrimac* and *Monitor* by using working models of the ships plus underwater photography for graphic portrayal, it was reported.

Programmed in prime time, the series is being telecast on KPIX (TV) San Francisco, KDKA-TV Pittsburgh, WBZ-TV Boston, KYW-TV Cleveland and WJZ-TV Baltimore. It also has been placed in syndication for showing across the country.

Opens offices

Richard H. Ullman Inc. (tv program, commercial producer-distributor), Buffalo, has opened offices at 570 Fifth Ave., New York. Telephone: Circle 5-3111. Richard B. Ullman, the company's vice president, is the new office's general manager.

• Program notes

'Cisco' in color • Ziv Television Programs, N.Y., has claimed that its *Cisco Kid* has become the first western to colorcast a series of regularly-scheduled programs. Color premieres were kicked off last week over WHDH-TV Boston, WAGA-TV Atlanta, WRC-TV Washington, D.C., and WGN-TV Chicago. A spokesman said Ziv Tv has produced all 156 half-hours of *Cisco* in full color in anticipation of demand for color product.

Adds markets • Independent Television Corp., N.Y., reports recent purchase of its *Four Just Men* series by Progresso Foods Div. of Uddo & Taormina Co., Brooklyn, for Boston, Philadelphia, Baltimore and Detroit brings total domestic sales of the series to 127

markets and a gross of $1,450,000. Agency for Progresso Foods is Carlo Vinti Adv., N.Y.

Hour-long tv series • *Country America,* for past two years on KABC-TV Los Angeles, is being produced for syndication by Surrey Productions at Rockett Studios in Hollywood, where Surrey has taken office and studio space. The 39 musical shows are being taped, at the rate of one a week, but are also available on film, according to Nat Nigberg, executive producer. Jim Dancer directs.

Outgrows home • Hunn, Fritz & Henkin Inc., film commercial production company which started operations 18 months ago at 38 W. 48th St., New York, moved Oct. 5 to new and larger quarters at 216 E. 49th St. Telephone: Plaza 2-1940.

Social work film • Association Films Inc., New York, offers on free loan to tv stations, schools and community clubs a new 16 mm film on careers in social work. The 28½-minute, black and white documentary was presented to the distributor by the Council of Social Work Education. The film is available from the following Association Films offices: Ridgefield, N.J., La Grange, Ill., San Francisco, Calif., and Dallas, Tex.

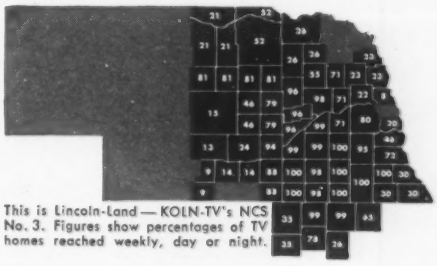
Tv tape • Paramount Pictures Corp. has designated Paramount Television Productions, subsidiary which also operates KTLA (TV) Los Angeles, as its tv tape television arm. James Schulke, PTP vice president, said that the organization will make and sell network tape pilots, enter the tape syndication field and rent production and vtr facilities to outside producers.

Tv tape show producer • Jovi Productions, Detroit, has been formed by Victor Hurwitz, producer-director, WWJ-TV there, and John Alexander tv producer-advertising account executive. The company uses the mobile vtr unit and production facilities of Giantview Television Network (division of Meilink Steel Safe Co.), Ferndale, Mich., to produce *Juvenile Court* and other series for syndication.

Sea show • Association Films is distributing "The America's Cup Races, 1958," 27½ minute color film, free. Transfilm Inc. shot the event for Thomas Lipton Inc., whose founder, Sir Thomas, was a leading contender in the sport. A companion film, "The History of The America's Cup." runs 28 minutes and also is available from the Association at these addresses: Broad at Elm, Ridgefield, N.J.; 561 Hillgrove Ave., La Grange, Ill.; 1108 Jackson St., Dallas, Tex., and 799 Stevenson St., San Francisco.

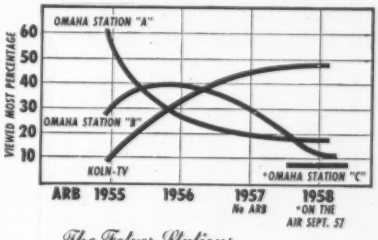
YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with:
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

One of Nebraska's two big markets is in the extreme East. The other is Lincoln-Land — and it contains more than HALF the buying power of the state. Both are well covered by TV, *but in decidedly different ways.*

Three top TV stations are beaming to the Eastern market, and, obviously, dividing it three ways. In Lincoln-Land the situation is different. One station — KOLN-TV — is the *only* station that fully covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER
Please start my subscription immediately for—
☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name — title/position
company name
address
city — zone — state
Send to home address — —
* Occupation Required

FATES & FORTUNES

Broadcast Advertising

MR. MORTIMER

MR. MARKS

• CHARLES G. MORTIMER, president of General Foods Corp., N.Y., elected to fill previously vacant post of chairman. WAYNE C. MARKS, executive vp since February 1958, succeeds him. Mr. Mortimer, who has been with GF since 1928 and president since April 1954, continues as chief executive officer, concentrating largely on future development and growth. He will also head newly created corporate development council. Mr. Marks, who joined GF in 1926, has been designated chief operating officer.

GF board also promoted three vps—HERBERT M. CLEAVES, C. W. COOK and JOHN A. SARGENT—to executive vps. Messrs. Cleaves and Cook each will have six divisions reporting to them. Mr. Sargent will serve as chief of staff. E. BURKE GIBLIN, division operations manager, succeeds Mr. Cleaves as general manager of Jell-O Div., and ARTHUR E. LARKIN JR., division marketing manager, succeeds Mr. Cook as general manager of Maxwell House Div. GEORGE HAMPTON, senior executive vp, has requested leave of absence for health reasons, it was announced.

• JAMES M. ADAMS joins Showacre, Coons, Shotwell Inc., Spokane, Wash., agency, as partner; firm name has been expanded to include Mr. Adams's. He takes over agency's media direction. KEITH OKA named SCSA art director; ALFRED E. PIERCE named account executive and production assistant; MARY ANN TOEPEL joins agency as copywriter. Firm's new quarters are at W. 1229 Boone Ave.

MR. SARGENT

• RICHARD J. SARGENT, vp of Westinghouse Electric Corp., named to head new portable appliance division at Pittsburgh, Pa. O. H. YOXSIMER, general manager of Westinghouse's East Springfield, Mass. appliance plant, appointed general manager of company's radio-tv division plant at Metuchen, N.J. He is succeeded by RICHARD S. SHEETZ.

MR. GRAY

• BOWMAN GRAY, president of R. J. Reynolds Tobacco Co., Winston-Salem, N.C., since 1957, named chairman and chief executive, succeeding JOHN CLARKE WHITAKER who assumes newly created post of honorary chairman. F. G. (BILL) CARTER, vp and sales manager, succeeds Mr. Gray as president.

• CHARLES A. HAMILTON, senior industrial motion picture writer-director for Convair Corp., Ft. Worth, Tex., and previously with KFJZ-TV Fort Worth and KTBC-TV Austin, Tex., appointed director of radio-tv department of Bevel Assoc., Dallas advertising and pr firm.

MR. STETSON

• F. WINSLOW STETSON, formerly vp, management representative and director at Needham, Louis & Brorby, N.Y., to C. J. LaRoche and Co., that city, as vp and marketing director. CECIL BERNSLEY, formerly with marketing department at Ted Bates & Co., N.Y., and prior to that, director of advertising of Food Fair stores, joins LaRoche as marketing executive.

• HOWARD GORMAN, formerly sales and advertising manager of Gaines Div. of General Foods, appointed to new post of merchandising manager for Real-Kill insecticides, Kansas City.

• SAMUEL ARNOLD ALLEN, formerly space advertising manager for United Air Lines, joins Fuller & Smith & Ross as media director of Chicago office. WIN ROLL, account executive at Fuller & Smith & Ross, N.Y., appointed account supervisor. He will supervise group of accounts which includes Raytheon, Westinghouse Elevator Div. and Waring products.

• ROSSER REEVES, board chairman of Ted Bates, N.Y., elected to Advertising Federation of America's board of directors.

• WILLIAM A. FOXEN, formerly vp of Benton & Bowles, N.Y., to Joseph Katz Co., that city, as vp and account supervisor.

• IRVING GOULD, formerly creative vp of Lavenson Bureau of Advertising, Philadelphia, announces opening of his own agency, bearing his name, at 225 S. 15th St., that city.

• BEN K. MCKINNON, general manager of WSGN Birmingham, Ala., named

ROCKY MOUNTAIN AREA—Long established 1 k. w. daytimer in single station market grossing in excess of $55,000.00 annually. Price—$90,000.00 with $20,000.00 down and remainder paid out over seven years.

MINNESOTA DAYTIMER—1000 watt. Combination studio and transmitter building. Near metropolitan area. Gross could be doubled for 1959. Priced at $90,000.00 with 29% down. Balance on terms.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

governor of Advertising Federation of America's seventh district. Other officers: OTIS SEGLER, WDEF-TV, Chattanooga, first lt. governor; WILBUR KURTZ JR., Coca-Cola Co., Atlanta, second lt. governor; TOM BUNTIN, Buntin & Assoc., Nashville, third lt. governor; JACK CASEY, Alvin H. Meyer Adv., Baton Rouge, secretary, and C.A. ROGERS, Petroleum Chemicals, New Orleans, treasurer.

• JAMES ANDREW MCGARRY, 41, assistant to president of Batten, Barton, Durstine & Osborn, N.Y., died last week in Manhattan, following lengthy illness. Prior to joining BBDO, in 1945 as manager of radio promotional and publicity department, Mr. McGarry was executive secretary of Archdiocesan Union of Holy Name Societies. Mr. McGarry's widow, former Eunice Dixon, was timebuyer at BBDO when couple met.

MR. BAUTZER

• ALAN BAUTZER, formerly promotion director of KYW-TV Cleveland, named creative director of Allied Adv., that city. He was previously in similar capacity with Crosley Broadcasting Corp., and prior to that, associated with NBC, New York, and Fuller & Smith & Ross, Cleveland.

• JOHN F. TUCKER JR., formerly industrial copy supervisor at Erwin Wasey, Ruthrauff & Ryan, to Gray & Rogers, Philadelphia advertising and pr agency, as creative supervisor in advertising department.

• JOHN T. MCGRATH, formerly national sales manager for RCA Service Co., to Gaynor & Ducas, N.Y., as account executive.

• WILLIAM W. BELCHER, formerly media buyer with Young and Rubicam, L.A., named associate media director at McCann-Erickson, that city.

• STEPHEN A. GARDNER, formerly with George Patton Adv., Hollywood, appointed merchandising director of Beckman, Koblitz, L.A.

• MRS. PAULA CARR REECE appointed radio-tv director of Gulf State Adv. Agency, Houston.

• LESLIE W. WALLWORK, formerly timebuyer at J. Walter Thompson, S.F., to Erwin Wasey, Ruthrauff & Ryan, L.A., in similar capacity.

• GERRY J. SCHNUR, formerly vp and account executive at Reach, McClinton & Pershall, Chicago, to account service staff of George H. Hartman Co. there.

• REGINALD DELLOW, vp and media director of Grant Adv., elected president of Chicago Agency Media Group. other officers: RICHARD L. ROGERS of John W. Shaw, vp; DOLORES HAGEDORN of Keyes, Madden & Jones, secretary, and HARRY C. PICK, Edward H. Weiss & Co., treasurer.

• F. CURTISS EASTMAN, member of account management staff for past six years at Earle Ludgin & Co., Chicago, to Foote, Cone & Belding, that city, as account executive.

• HOWARD E. RIEDER promoted from assistant advertising manager of Thomas Organ Co., Sepulveda, Calif., to advertising manager.

• C.M. (PAT) BARRY appointed account executive with Clarke, Dunagan & Huffhines, Dallas. He was national cooperative advertising manager of Dr. Pepper Co., (soft drinks), that city.

The Media

MR. HAMILTON

• WILLIAM T. (TOM) HAMILTON, sales manager of WNDU-TV and general manager of WNDU Radio, South Bend, Ind., appointed acting general manager of those Notre Dame broadcast properties. Mr. Hamilton succeeds Bernard C. Barth, who died Sept. 22. Mr. Hamilton has been in broadcasting 25 years and, prior to joining WNDU-TV in 1955, was with WOR and WNEW New York, ABC Radio network, NBC Spot Sales and CBS.

• LAWRENCE M. TURET, operations manager of WXIX (TV) Milwaukee, promoted to executive vp and station manager. Prior to joining WXIX in July, Mr. Turet was with WITI-TV, that city.

• HARVEY L. HUDSON, general manager of WLEE Richmond, Va., elected vp and director of Lee Broadcasting Corp., which owns station.

• CHARLES M. KENYON, formerly sales and advertising manager of eastern division of Frito Co., Dallas, appointed director of marketing for Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York, WTTG (TV) Washington, and WHK-AM-FM Cleveland).

• NORMAN FELTON appointed general program executive, CBS-TV, Hollywood. He will be administratively responsible for *Playhouse 90* and other film and live productions.

• LEONARD P. GOORIAN named to new post of exploitation manager for WKRC-AM-FM-TV Cincinnati. He was formerly manager of WZIP Covington,

"NATURALLY, I LISTEN TO KFWB"

"For satisfaction from a perfect, precision machine that makes a winner, give me sportscar competition.

In broadcasting, that same precision . . . perfectly tuned . . . comes through to me with KFWB . . . so, naturally, I listen to KFWB."

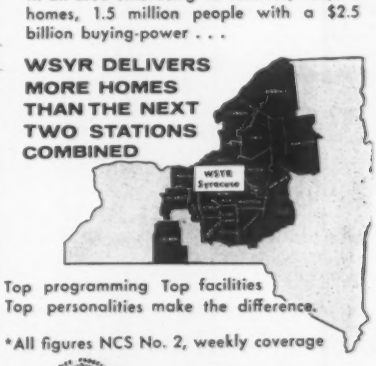
The KFWB audience gives you more men, women, children . . . more everybodies . . . than any other Los Angeles station.
Buy KFWB . . . first in Los Angeles.

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes, 1.5 million people with a $2.5 billion buying-power . . .



Top programming Top facilities
Top personalities make the difference.

*All figures NCS No. 2, weekly coverage

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR
5 KW • SYRACUSE, N. Y. • 570 KC

Ky., and prior to that, executive producer with WKRC-TV. He will handle special events on local level, client and station functions, contests, etc. Merchandising, promotion, local advertising and other services of direct client nature are handled by Lila Lambert, promotion and merchandising manager. CARL FLICKENGER, formerly with WZIP, joins sales staff of WKRC-TV.

• JACK STELLING appointed general manager of WCME Brunswick, Me., succeeding RAYMOND B. DURGIN, who joins WJAB Westbrook, Me., in similar capacity.

MR. STERN

• ERNEST E. STERN, formerly director of advertising, promotion and publicity for ABC-TV, Hollywood, to CBS-TV, that city, as director of press information. He succeeds ROBERT BLAKE, who assumes post as director of special projects for CBS-TV press information, Hollywood.

• RON BARRINGTON named station manager of KAJR Tucson, Ariz.; JOHN HYDE appointed director of programs and production.

MR. HENRY

• ELLIOTT W. HENRY JR., director of advertising, promotion and press information for ABC, central division, and its WBKB Chicago, named ABC-TV director of information, Hollywood. He is succeeded by JAMES M. ASHER, his assistant since 1958.

• HENRY W. LEVINSON promoted from staff member of ABC-TV network sales development department, N.Y., to manager.

• JACK SULLIVAN named promotion director of KIRO-AM-FM-TV Seattle, Wash. He operated publicity and promotion agency in that city for past two years.

• AMRAM NOWAK, formerly executive producer in charge of live programming for Metropolitan Educational Television Assoc., N.Y., to WABC-TV New York, as assistant program director.

• PATRICIA LYON WRIGHT, formerly with KLAC Los Angeles, named promotion and research director of KPOP, that city.

• MIKE CLINE, formerly air personality with KRIO McAllen, Tex., to KILE Galveston, as program director.

• MILTON FRANKIE, producer-director with KYW-TV Cleveland for past 3½ years, appointed director of operations.

• JOHN L. COFOID, formerly assistant promotion manager of WOW Omaha, appointed assistant sales promotion manager of WLS Chicago.

MR. JOHNSON

• KEN JOHNSON, account executive with NBC Tv Spot Sales in San Francisco, appointed sales manager of WNBQ (TV) Chicago. He succeeds Russell Stebbins, who died Aug. 26. Mr. Johnson will report to William Decker, WNBQ sales director.

• FRANK JARMAN of station WDNC Durham elected president of new United Press International Broadcasters Assn. of North Carolina. Other officers: GEORGE THOMAS, WTOB Winston-Salem, vp; KEN TREADWELL, WBT and WBTV (TV) Charlotte, secretary-treasurer. FRED PARKER, UPI business representative for that state named executive secretary. Elected to board of directors: JACK STARNES, WFNS Burlington; HAROLD HARRELSON, WLTC Thomasville; FRED FLETCHER, WRAL Raleigh; JACK HANKINS, WELS Kinston; PHIL ELLIS, WPTF Raleigh, and GROVER MUNDEN, WMBL Morehead City.

• GRAY OLIVE, program director of WMSC Columbia, elected president of South Carolina United Press International Broadcasters, succeeding JOE WILDER of WBAW Barnwell. Other officers: L. RICHARD RHAME, WTND Orangeburg, vp; GEORGE BURNETT, WBTW (TV) Florence, program director, and TOM PRICE, UPI Columbia, secretary.

• HERB HEINAM and ROY ELWELL, both formerly with KQV Pittsburgh, to KRLA Los Angeles as production supervisor and air personality, respectively.

• ROBERT MCEWEN, formerly air personality with WMAL-TV Washington, joins Associated Counselors International, pr firm in that city, as director of radio-tv services.

• ROBERT FAIRBANKS, assistant director of promotion with KNXT (TV) Los

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Forest Products Division, Olin-Mathieson Chemical Corp, West Monroe, Louisiana.

Angeles, appointed account executive with KNXT-CTPN sales department. ROBERT L. NELSON, promotion manager of KHJ-TV Los Angeles, moves to KNXT as assistant director of research and promotion.

• DICK TREMBATH appointed news director of KETV (TV) Omaha. LEE TERRY joins KETV news staff.

• GLENN SHAHAN, formerly with publicity staff of Warner Bros. Pictures, Burbank, Calif., to that of ABC-TV Hollywood. EDMUND SOUHAMI, formerly in private law practice in New York, to legal department of ABC-TV.

• RAY SHADER, promotion manager of WNEG Toccoa, Ga., appointed news director of WIOU Kokomo, Ind.

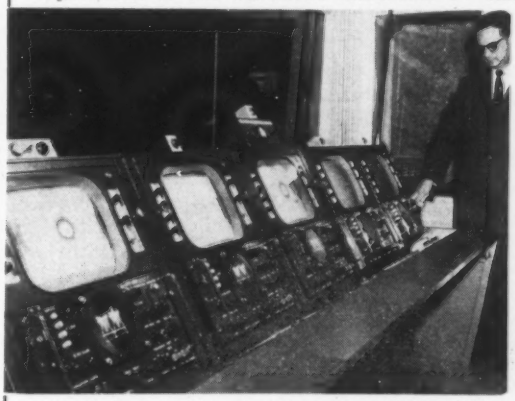
• NEIL (MICKEY) FLANAGAN, editorial research supervisor with KYW Cleveland, promoted to radio news supervisor. BERT CLAUSEN, producer with KYW-TV, named editorial research supervisor for KYW-AM-TV.

• JAMES MATHIS, air personality and account executive with WTTV (TV) Indianapolis, moves to WFBM-TV, that

Commissioner's decision • The wedding of FCC Comr. Frederick W. Ford and Miss Mary Margaret Mahony took place Oct. 11 at St. Mary's Church, Alexandria, Va. Miss Mahony, a native of Blackstone, Mass., is a former high school mathematics teacher. She was "skipper" of American Airlines' Admirals Club in Washington, and more recently, manager of an antique shop in Alexandria. The newly wed couple are shown leaving St. Mary's following the wedding ceremony.

"FOTO-VIDEO WAVEFORM MONITOR FACES FACTS-

-THE FACTS OF CONTINUOUS OPERATION—DAY IN AND DAY OUT," says Charles Halle of WENH-TV, after a year's use of the new Foto-Video V-9B TV Waveform Monitor, the features of which measure up to the precise requirements of this well-known educational TV station consultant.



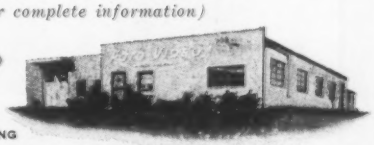
A tribute—"Not only was the Foto-Video monitor less expensive, but it also proved to be of better quality than other comparable units. It is extremely well-engineered, and a lot easier for operators to handle. It shows that clever design may be accomplished without compromising the essentials needed in such equipment," Mr. Halle said.

Mr. Halle is director of engineering at WENH-TV, University of New Hampshire station, at Durham. Last December, after searching the field, he chose the rugged Foto-Video instrument "as most likely to meet the operational FACTS OF LIFE in round-the-clock performance."

It did! After the first two instruments he recommended the purchase of five more, five of which are shown in the above photograph. He was impressed with V-9B's simplicity of design, operational convenience and built-in versatility—result of years of exacting Foto-Video engineering and production.

(Write or telephone for complete information)

FOTO-VIDEO®
LABORATORIES, INC.
ELECTRONICS • ENGINEERING AND MANUFACTURING
36 Commerce Road • Cedar Grove, N. J. • CEnter 9-6100



This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

400,000 Shares

mca inc.

Common Stock

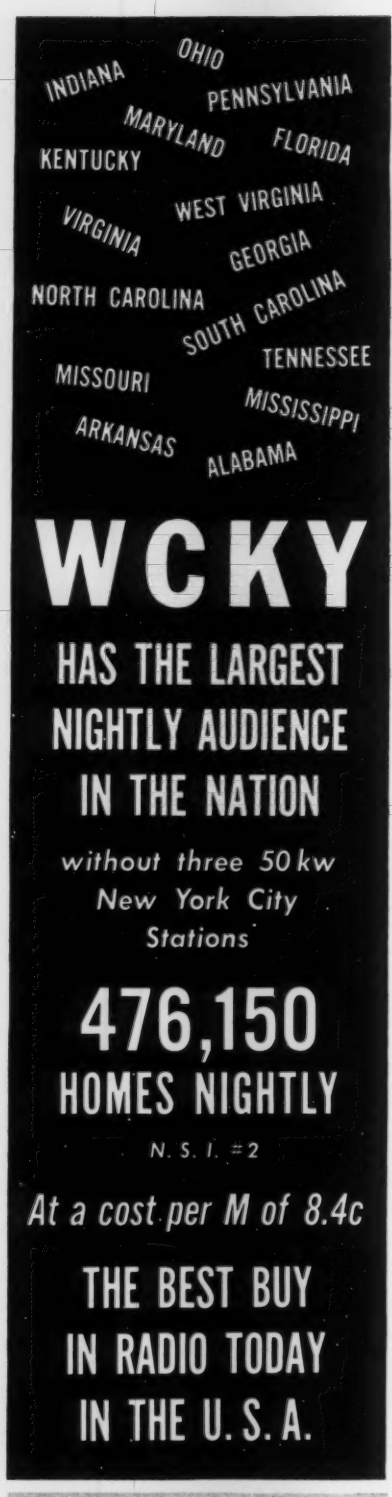
(Without Par Value)

Price $17.50 per Share

Copies of the Prospectus may be obtained from the undersigned.

LEHMAN BROTHERS

October 8, 1959.



city, in latter capacity. JOHN FOLAND, formerly with WCAU-TV Philadelphia, joins continuity staff of WFBM.

• JOHN E. MCMULLEN, chief announcer of KOLD-TV Phoenix, Ariz., to WITN (TV) Washington, N.C., as news director.

• RICHARD J. MCCUTCHEN, formerly newscaster and writer-producer of NBC-TV's *Today* show, to CBS, N.Y., as staff producer in public affairs department.

• ART WANDER, formerly with WAKY Louisville, Ky., and DON BRUCE, formerly with KALL Salt Lake City, to KXL Portland, Ore., as air personalities. MARK ROBERTS, previously with WKBW Buffalo, appointed news director of KXL.

• JOSEPH (TED) HALLOCK, formerly state coordinator for Oregon's Centennial Commission, announces opening offices as public relations consultant at Room 215, Executive Bldg., Portland, Ore.

• JACK TAYLOR, national sales and promotion contact in Hollywood office of KBIG Avalon, Calif., promoted to local sales account executive, succeeding JOE SEIDEMAN, who has joined KTTV (TV) Los Angeles. JAMES C. KISSMAN, account executive with companion station, KBIQ (FM) Los Angeles, succeeds Mr. Taylor.

• E. HOLLAND LOW, formerly administrator of co-operative sales for NBC-TV, to WWLP (TV) Springfield, Mass., as account executive.

• KEN COURTRIGHT, news director of WABR Orlando, Fla., to WLOF-TV, that city, as newscaster.

• E.G. (GENE) ELSTON, formerly general manager of KCUE Red Wing, Minn., joins KBON Omaha as account executive.

• HERBERT IRVING, engineer with KDKA Pittsburgh for 35 years, retires.

• VON CRABILL, newscaster with WING Dayton, Ohio, to news staff of WLWD (TV), that city.

• JACK EIGEN, star of own interview show on WMAQ Chicago, signed for similar program on sister station, WNBQ (TV), Mon.-Fri., following NBC-TV's *Jack Paar Show*.

• JESS BARKER, former motion picture actor and previously with WCFL Chicago, signed by WAAF, that city, as air personality.

• RANDALL KENT KINGTON, 37, known as Randy Kent on announcing staff of WBKB (TV) Chicago died Oct. 12 following surgery in Evanston (Ill.) Hospital.

• TERRY D. LLOYD, promoted to chief engineer of KLOK San Jose, Calif., after 3½ years on station staff. CARROLL H. PEDERSON, of KSBW-AM-TV Salinas, Calif., joins KLOK as air personality.

• BOB MACDONALD, formerly news writer with UPI, joins news staff of WPON Pontiac, Mich.

• JACK GOWING promoted from associate farm director to farm service director of KMA Shenandoah, Iowa, succeeding MERRILL LANGFITT, who resigns post to operate his own farm supply business, but continues as air personality.

• PAT PATTERSON, formerly with KOWH Omaha, to KFBI Wichita, Kan., as air personality.

• JOHN ST. CLAIR BROOKES, 71, attorney with Washington law firm of Hogan & Hartson, died Oct. 13 while golfing at Burning Tree Club, following heart attack. For one year, 1939-1940, Mr. Brookes served as president of American Newspapers Inc., parent company of Hearst Corp.

• HERMAN S. (BUD) SHURIAN, WARREN CLARK and JERRY FULLER join announcing staff of WFAA Dallas.

• DARRELL J. GOULD JR., formerly news editor of WORC Worcester, Mass., to news department of WICE Providence, R.I.

Programming

MR. WILE

• FREDERIC W. WILE JR., previously supervisor of radio-tv operations at Young & Rubicam, program vp with NBC and director of business affairs with MGM-TV, joins John Guedel Productions, L.A., as general executive.

• LEONARD S. GRUENBERG, general manager of theatrical division of NTA International, named vp.

• PETER YAMAN, formerly eastern sales manager with Adam Young Co., N.Y., to NTA Spot Sales, as assistant sales manager.

• DON JOANNES, western division sales representative for ABC Films, named regional sales manager, L.A. Other ABC Films appointments, sales staff: JACK VAN NOSTRAND, named to cover Southern Calif.; JEFF DAVIDS, OLGA GOMEZ, BARRY WINTON to eastern division; MIKE GOULD named regional sales manager, Chicago area; WINSTON COLBY and ROBERT L. GLASSER added to central division staff.

AES officers • The Audio Engineering Society met in New York Oct. 5-9 for its 11th annual convention. Pictured at the Society's awards banquet on Oct. 8 at the Hotel New Yorker are some of the incoming and outgoing officers and governors: (l to r) C.J. LEBEL, Audio Instrument Co., N.Y., secretary; WALTER O. STANTON, The Pickering Co., Plainview, N.Y., a governor; HARRY L. BRYANT, Radio Recorders, Hollywood, new AES president; DONALD J. PLUNKETT, Fairchild Recording Equipment Corp., Long Island City, N.Y., outgoing president and now a governor; HARRY F. OLSON, RCA Labs, Princeton, N.J., incoming executive vice president; ROSS SNYDER, Ampex Corp., Redwood City, Calif., a governor, and WALTER T. SELSTED, Ampex Corp., new western vice president. New officers not in the picture are: W. EARL STEWART, Standard Register Co., Dayton, Ohio, central vice president; RALPH A. SCHLEGEL, WOR New York, treasurer, and the following new governors—WILLIAM S. BACHMAN, Columbia Records, N.Y.; WILLIAM B. SNOW, audio consultant, Santa Monica, Calif., and EDGAR M. VILLCHUR, Acoustic Research Inc., Cambridge, Mass.

• BURTON A. NEUBURGER, formerly with commercial tv film division of Warner Bros., to Eliot-Unger-Eliot (commercial tv film division of Screen Gems), as midwest sales representative.

• MARTIN RACKIN and JOHN LEE MAHIN, Hollywood film writers-producers, signed by NBC-TV to develop, write, produce and supervise programs. They will headquarter in Burbank, Calif.

• ALVIN COOPERMAN resigns from Four Star Television where he produced first 10 programs of *Du Pont Shows with June Allyson* series. SHELLEY HULL, associate producer, remains with series, production of which will be supervised by Four Star executives.

Equipment and Engineering

• LAWRENCE PRIDDY JR., western public relations manager of Tidewater Oil Co., S.F., joins executive staff of Western Electronic Manufacturers Assn., L.A., to handle special projects for WEMA's 315 member companies.

• LARRY R. SWINEY, general manager of Packard Bell Distributing Corp., L.A., appointed district sales manager of tv, radio and stereo hi-fi in intermountain and southwest territories for Packard Bell Electronics, with headquarters in Denver.

• CHARLES J. HIRSCH, formerly vp and director of research of Hazeltine Research Corp., Little Neck, N.Y., to Radio Corp. of America as administrative engineer on staff of RCA's vp—engineering.

International

• A. K. MORROW, assistant controller of operations, CBC, Ottawa, named director of English-language network, Toronto, succeeding H. G. WALKER, appointed general manager of operations, Ottawa. FERGUS MUTRIE, director of tv operations of CBC, Toronto, to director of operations there. E. S. HALLMAN named director of English-language radio and tv network programming, Toronto.

• W. A. (BILL) SMITH appointed promotion director of CHAB-AM-TV Moose Jaw, Sask. He was formerly merchandising manager of CFCN Calgary.

• JIM COULTER, formerly neighborly news editor of CBC, named farm editor of CFNB Fredricton, N.B. FRANK EIDT, formerly with CKNX Wingham, to continuity editor of CFNB. JOAN WATSON, previously manager of CKDH Amherst, named women's editor.

• TED MEUNIER, formerly commercial manager of CFCL Timmins, Ont., joins CJMS Montreal as sales representative.

EVERYONE WATCHES
WREX-TV
IN
ROCKFORD
ILL.

METROPOLITAN ROCKFORD ARB—
FEBRUARY 9 - MARCH 8, 1959
DEMONSTRATES AGAIN WREX-TV'S
COMMANDING AUDIENCE LEADERSHIP

23 OF TOP 25 PROGRAMS
ALL ON
WREX-TV

STATION SHARE OF SETS IN USE

	WREX-TV	STATION B
SIGN ON TO NOON	62.2	40.3
NOON TO 6:00 P.M.	62.0	37.0
6:00 P.M. TO MIDNIGHT	54.7	44.5
SIGN ON TO SIGN OFF	59.9	39.6

WREX-TV
CHANNEL 13 ROCKFORD

when
buying time
IN
VIRGINIA

take a minute
to read these facts:
VIRGINIA'S LARGEST SINGLE
ADVERTISING MEDIUM COVERS:

Retail Sales . . .	54.2%
Food	49.2%
Automotive Sales .	52.5%
Gasoline	54.0%

WRVA-RADIO
RICHMOND, VIRGINIA

REPRESENTED BY
PETERS, GRIFFIN,
WOODWARD, INC.

Fair funhouse

WKY-TV Oklahoma City had about 75,000 visitors to its Fabulous 4 Funhouse at the State Fair. They literally burst the exhibit's seams—it was closed twice for repairmen to fix sagging partitions damaged in the crush.

To create the funhouse, WKY-TV converted a building on the fairgrounds into a darkened maze. Lighted displays depicted local and NBC-TV programming with dolls, miniature sets and photos. Other gimmicks: eerie hallways, a slanted room and an air blast triggered by stepping on a button. An eight-minute continuous tape with music and sound effects explained the displays to visitors. WKY-TV staffers were barkers at the exhibit's entrance.

Tea and cheesecake • Not since the famous event in Boston has a tea party created such interest as that staged recently by WWJ Detroit. In daily two-hour sessions running for a week, shoppers at the Northland shopping center consumed more than 10,000 cups of Tetley Tea and 10,000 Hostess Twinkies and Handie-Pies. The promotion helped introduce WWJ's new remote broadcasting studio in a glass-enclosed structure at Northland.

KABC-TV's 'Jr. Press Preview'

KABC-TV Los Angeles hosted 200 students and teachers, representing more than 75 high schools and junior colleges in the area, at a special Junior Press Preview of ABC-TV's new fall show Oct. 7.

Preceding the hour-long closed-circuit telecast Selig J. Seligmen, ABC vice president-KABC-TV general manager, spoke to the group about the need for constructive criticism in the tv industry. The telecast included musical production numbers, film clips of the fall shows and satirical skits featuring nearly all of ABC-TV's stars.

Moon-light serenade

To the moon and back with the voice of its mayor—that was the occasion that triggered the switch to a new street lighting system for South Bend, Ind. WSBT there recorded the words of Mayor Edward F. Voorde on tape Oct. 12, then air-mailed it to the U.S. Army Lunar Radar station at Ft. Monmouth, N.J. The words were sent to the moon and back via American Telephone & Telegraph and the radar station Oct. 12. The return of the voice to South Bend bathed the town in a flood of bright light. The mayor's words? "Let there be light."

• Drumbeats

Best draw • WNTA-TV New York addressed an invitation to executives of all New York advertising agencies. Inside the fold of the printed invitation were pictures of eight luncheon hosts: Mike Wallace, Ted Steele, Henry Morgan, Clay Cole, Richard Willis, Barry Gray, J. Fred Muggs and David Susskind. Mr. Morgan proved the most tempting; 112 asked to be at his table. Runners-up: Mr. Susskind, 59, and J. Fred, 35. The remainder of 274 replies (350 invitations were sent out) were scattered among other contenders.

Slide promotion • CKCO-TV Kitchener, Ontario, announced a new sign-on time of 6:30 a.m. by mailing a 35-mm. advertising slide and a collapsible cardboard slide viewer, both contained in a folding plastic case.

Hearts & kisses • KOIL Omaha teenage listeners are guessing the number of hearts and kisses painted on an automobile by KOIL disc jockeys. The boy or girl who comes closest to the correct number will receive the car as a prize.

Crowd drawing remote • An estimated 5,000 turned out to attend the first remote telecast of WECT-TV Wilmington, N.C. The station was used almost exclusively to promote the opening of a savings and loan association's new building. The remote telecast was the highlight of the association's opening promotion.

Different slant on safety • WISN Milwaukee is using the voices of local women school crossing guards in a series of public service spots on safety. They alert motorists to be safety-conscious at all times. The announcements give the guard's name and corner location which she patrols.

Pic continued, page 3 • Veteran newspaper men were scratching their heads when they saw a recent issue of the *Enterprise*, a Lisbon Falls, Me., weekly newspaper. John T. Gould, editor, wanted to publish a picture of the new tower of WGAN-TV Portland. The station claims the 1,619 ft. tower is "the world's tallest man-made structure." Mr. Gould printed the top section of

MR. ADVERTISER

WHETHER YOU'RE HUNTING FOR AN EARLY BIRD

(we begin broadcasting at 9 A. M.)

OR A NIGHT OWL . . .

(sign off at 12 MIDNIGHT)

YOU'LL FIND GOOD HUNTING ON

KHSL-TV, Channel **12**

Northern California's Favorite Station

CBS-ABC Affiliate

Represented Nationally by AVERY-KNODEL

Winning system

A "Lucky Dollar" contest is going strong at KGW Portland, Ore. Recently, however, the station learned of one listener who won, without "officially" winning. For six months, she had been listening to the station, hoping to hear a number read from among the many dollar bill serial numbers she had submitted. She hasn't won yet, but because of the contest she has saved money for the first time in her life—$516.

the tower on page one under the caption, "WGAN-TV Completes Moon Scratcher." Readers were invited to turn to page three for the remainder of the picture.

Miami factbook • WCKT (TV) Miami, Fla., has produced a factbook on the area for time buyers and admen. The book includes information on apparel establishments, appliance stores, automobile dealers, the area's buying power, eating-drinking places, food costs, market data, population, and retail sales.

Color giveaway • KXL Portland, Ore., disc jockeys are touring the city giving away 45 rpm phonograph records to anyone wearing something green. The stunt is in connection with the station's "Rainbow Color Radio" promotion.

A smiling funeral • More than 7,000 rock 'n' roll records of WLEU Erie, Pa., received a burial "at sea" when the station recently switched to a "good music" policy. The funeral was complete with all the trimmings including a black funeral coach and a procession to Lake Erie.

INTERNATIONAL

COMMERCIAL TV FOR ISRAEL?

U. S. companies await November election

Israel won't have to look far for an angel to underwrite its television operations because several companies—all American—already have offered to install the facilities to serve this rapidly-developing 8,000 square mile area with its two million inhabitants.

But while tv is definitely in the nation's future, Israel won't give formal consideration to inauguration of service until after the Nov. 3 national elections. And, according to officials of the Ben Gurion government, tv, when it does come, will be commercial, but the precise format remains to be determined by a cabinet committee headed by the minister of finance, Levi Eshkol, now in Washington on a World Bank loan.

Before embarking on commercial tv, however, this 11-year-old Republic, surrounded by hostile Arab bloc nations, plans to do something about bolstering its radio service. Prospects are good for inauguration of a "B" program, commercially oriented, to help foot the bill not only for radio, but also to get a running start into commercial tv. At this stage, the Government appears to favor the British method of "ad-mags," or use of rotating commercials rather than the anchoring of commercials to particular programs, which constitutes our method of direct sponsorship.

Favored • In early September, the Israeli cabinet majority voted in favor of commercial radio service to supplement the existing operations.

Simultaneously, the cabinet committee was instructed to explore commercial tv. Formal action, however, has not been taken since it was felt that the responsibility for implementation will belong to the new government to be installed for four years after the November elections. It is regarded here as a foregone conclusion that the Ben Gurion government will be retained through a coalition of his powerful Labor Party with the lesser political entities.

Proposals received from private companies to underwrite commercial tv have not been formally considered. These, and others to come through "in-

take a look at colorful Cutie!

Seattle's Music Station

- KQDE 1000 watt, full time at 910 Kc outranks all three 50,000 watt Seattle Stations. (Hooper, July, 7 a.m.-6 p.m.)
- KQDE has one rate locally and nationally to give you POSITIVELY the LOWEST COST PER THOUSAND in the one and a half billion dollar Seattle market!

Call Colorful Cutie

KQDE

Seattle, Wash.

ALpine 5-8245, ask for Wally Nelskog, Pres., or contact FORJOE & Co. for availabilities!

vitation", will be considered following the November elections. In substance, the proposals made by the undisclosed American companies involved granting of franchises for distribution of tv receivers in return for the installations, plus background announcement identity, but with the Israeli authorities to control policy. Contracts would provide that the installations would become the unqualified property of the government after a given term from 5 to 10 years.

Three transmitters would be needed to cover this nation of many mountains and deep valleys. Vhf service is contemplated, and no difficulty is expected in finding desirable locations because of the many high elevations.

Visitor • Hanoch Givton, deputy director of Kol Israel in Jerusalem, is expected to visit the United States to study television programming and operations —probably early next year. By that time the commercial policy will have been enunciated.

He has been identified with the Israel Broadcasting Service since its start. As is the case with radio, there will be great emphasis on news and public affairs broadcasting.

Kol Israel now operates 12 transmitters—10 medium wave and two shortwave. There are four separate program services, with 28 hours a day of transmissions.

New studios are in the planning stages and will involve an investment of $2 million. This project contemplates addition of television studios at the same site in Jerusalem.

The $2½ million budget for Kol Israel is derived from a $5 annual license fee on 370,000 radio receivers, "revenue" for public notices and announcements from government agencies (which in effect makes the operation commercial) and Joint Agency grants to make up any deficits.

It is estimated that the operation of the three tv transmitters with minimum programming service of three hours daily at the start will entail a budget of about $5 million a year—a lot of money for this little nation. But, having observed the success of commercial tv in the United States, its rapid spread through the European continent, and its inauguration in certain of the neighboring Middle-East nations, the Israelis are reconciled to the inevitability of a modified "American Plan" operation. And it may come faster than some of its policy makers think.

CBC establishes annual tv awards

Annual television industry awards were established at the 14th meeting of the Canadian Broadcasting Corp. and its affiliated television stations at Ottawa on October 5, under chairmanship of CBS vp E. L. Bushnell. Two separate panels of judges, one for English and one for French programs, are being set up by the industry program advisory committee. A suitable name for the tv awards and an appropriate symbol of the tv industry are to be decided upon soon.

The CBC and its affiliates also discussed the forthcoming meetings on new tv regulations proposed by the regulatory Board of Broadcast Governors. They dealt with network news, children's programs, promotion, color tv, video tape installations and the results of the recent coverage of the visit of Queen Elizabeth II and Prince Philip to Canada.

The meeting agreed upon a new formula for establishing network rates. The independent affiliates of the government-owned system agreed satisfaction with the option time formula established this fall following the summer meeting of the CBC and its affiliates.

Study German network

The West German government is proposing legislation to set up radio and tv networks there. (Broadcasting in the country now is operated on a regional basis as instituted by occupying authorities after World War II.)

To set up the tv network, the proposal is to subsidize the $1.19-a-set tax with private finances. The tv network would operate from Frankfurt. Its management composed of representatives chosen by the Federal Parliament, the parliaments of the 10 states, the Assn. of Employers, the trade unions, the Catholic, Protestant and Jewish Churches.

Two radio networks are proposed: a national one operating from Berlin and a set-up beamed overseas from Cologne. The three networks could be ready by the end of next year.

FAMILY AFFAIR
State is 'big brother' for Spain's radio-tv

Spain's radio and limited television operations are commercial, after a *fashion*. The *fashion* has no parallel anywhere else in Europe or in the new world.

This dictatorship of 30 million is served by 413 radio stations operating in the standard European band and two vhf tv stations (Madrid and Barcelona), with at least two others planned.

There are "private" radio stations competing with the "government" radio and tv operations. All are rigidly controlled as to news and special events programming. There is no political discussion, since there is only one political party—the Franco-controlled Falangista.

Accurate information on radio and tv circulation or station revenues from sponsorship is hard to come by, officially or otherwise. The best educated guess is that there are 4,500,000 radio receivers, and roughly, 150,000 tv sets. Spain has had tv of sorts for a dozen years, but even now has only 3-4 hours of programming daily, mainly in the evenings. Madrid and Barcelona interchange programs in the live and special events area, but the stations mainly use feature films of ancient vintage along with U.S. syndicated programs, with Ziv features predominant. Ziv maintains an office in Madrid.

It is the Spanish brand of commercial operation that intrigues the outlanders. Tv programs are "sponsored" on a rotating spot basis, mainly by cigarette companies (American), food companies and other large manufacturers. There is no private tv.

Spots • In radio, the government stations sell spots across the board to all and sundry. The private stations, for the most part, operate on a disc jockey format. Their big business, however, is in the sale of "personals"—literally hundreds of them on what amounts to a

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

Linc Dellar

LINCOLN DELLAR & COMPANY
SELECT RADIO AND TELEVISION PROPERTIES
MANAGEMENT CONSULTANTS • APPRAISALS • FINANCING
1470 EAST VALLEY ROAD, SANTA BARBARA, CALIF., WOODLAND 9-0770
EASTERN AFFILIATE — R. C. CRISLER & CO., INC.

contribution basis. For example, Jose Martinez will ask the station by mail to play a happy birthday record dedicated to his girl friend, Valencia Lopez. He may enclose 5 or 10 pesetas with his letter (60 pesetas to the American dollar). These requests are played all day long, and the pesetas roll in.

It is laboriously explained that the government stations sell time, both on radio and tv, because the license fees (based on the number of tubes in each set) do not bring in sufficient revenue to defray the operating overheads. But the government administrators won't tell how much revenue they derive from license fees or from sponsorship. For a 17-inch tv set, the fee is about $5 per year.

There's plenty of news on the air, but it's all government-controlled and censored. There are no commentaries. Five times a day, all stations are joined by wire line to get the government-prepared newscasts.

Press associations sell their service to the government, not to individual stations, government or private. That's the Franco law.

Press • Newspapers are no better off. They get only the predigested dispatches from the government—identical with those broadcast. The upshot is that the public relies on broadcast news to a far greater extent than it does on newspapers. There are 112 dailies in Spain, and their total claimed circulation does not exceed 2½ million.

Spain is just embarking on a new and liberalized economic stabilization program, designed to encourage industrial development and attract outside capital. U.S. economic aid to Spain since 1953 has amounted to about $1.2 billion. In return, the U.S. maintains strategic air and naval bases within her boundaries. The U.S. mission in Spain, including diplomatic as well as military, totals between 22,000 and 24,000, with spouses and children.

In addition to Spain mainland broadcast operations, Radio Andorra, in the little principality bordering on the North, broadcasts American-style news, music and spots to Spain and France. It has been operating since before World War II and is highly successful commercially. It is owned by a Frenchman, M. Tremaulet, who also has station interests in France, Portugal, North Africa, and in Spain itself.

There is no legal Communist party in Spain. But the Soviet bloc pours its propaganda into the country by shortwave, and despite Spanish jamming, some gets through. Since the Khrushchev visit to the United States, Moscow radio has not been attacking us with the vehemence of the past. But Radio Peking, in Communist China has intensified its bombardment. It constantly clamors for withdrawal of American bases, and blames the high cost of living in Spain (which isn't high at all) upon Americans.

Other Soviet satellites are broadcasting daily into Spain to the extent of 139 hours per week. These are characterized as "clandestine" broadcasts from unknown Soviet-controlled points, by short wave. Despite efforts of the government to jam these transmissions, they also get through.

• Abroad in brief

Cameron productions • Don Cameron Productions Ltd is a newly-formed company headed by radio-tv announcer Don Cameron to present packaged radio programs and offer help to the smaller advertising agencies. Offices at 320 Bay St., Toronto.

New company • Z.I.T. Programs (Canada) Ltd. has been formed for the exclusive Canadian distribution of Ziv television programs. Myron (Mike) Burnes, vice president and general manager, has located offices at 80 Richmond St. W., Toronto.

Spanish relay • Radio and television shows are exchanged via a new microwave relay line between Madrid and Barcelona. Tv transmitters are planned for Muele-Zaragoza and Alpicat, Lerida. Programs on the transmitters will come from the Madrid-Barcelona relay line.

East German tubes • Two large tv tube production lines have commenced operation at the VEB (state-owned) Werk fuer Fermeldewesen, East Berlin. One line makes 70° deflection tubes (outmoded in Western Europe). The plant is expected to produce a yearly 750,000 units.

Swiss tv • Registered tv sets in Switzerland numbered 70,552 Aug. 1. New sets licensed in September: 1,313.

French tv • Statistics indicate 1,250,371 tv sets operating in France Aug. 1. The French say they soon will be selling 30,000 sets a month.

Retailers Assn. • Radio, tv, phonograph retailers in Belgium, Denmark, Finland,

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

CHECK-V and DOUBLE CHECK-V

V WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

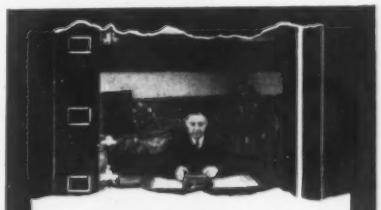
VV One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV

WTHI-TV

CHANNEL 10 • CBS—ABC

TERRE HAUTE INDIANA

Represented Nationally by Bolling Co.



RELIGIOUS PUBLIC SERVICE PROGRAMMING

FREE

For Radio and TV Stations

Two 13-week, 15-minute series on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and TV stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

Write for Audition Print or Tape

THE BACK TO GOD HOUR

10858 S. Michigan Ave., Chicago 28, Ill.

France, Holland, Austria, Switzerland and West Germany have established a European Retailers Assn. Retailers from other countries are expected to join.

Bulova-Canada changes • Bulova Watch Co. Ltd., Toronto, appointed Brooks Adv. Ltd., Toronto, effective Oct. 15.

U.S. agency appoints Canadian rep • Doyle, Dane, Bernbach, New York, has appointed MacLaren Adv. Ltd., Toronto, for radio and tv placements for clients in Canada.

Union watch • The Montreal Artists' Union, representing radio and television performers, has formed a vigilance committee to watch the educational and economic consequences of actions of the board of directors of the Canadian Broadcasting Corp. A union spokesman stated that "the committee is intended to ensure that the CBC remains a Canadian organization using Canadian performers."

New Mountie adventures • Warner Lambert Canada Ltd., Toronto, for Bromo-Seltzer and Listerine, has purchased half sponsorship of the new Canadian-produced weekly *Adventures of the Royal Canadian Mounted Police* film series to appear on both English and French-language Canadian tv networks, Wednesday at 8 p.m. starting Oct. 28. The series was filmed by Crawley Films Ltd., Ottawa, Ont., as a joint venture with the Canadian Broadcasting Corp. and the British Broadcasting Corp. Account was placed by F. H. Hayhurst Co. Ltd., Toronto.

German radio-tv • About 90% West German and West Berlin homes have radios. Approximately 25% homes in the country have tv sets.

CFRN to up power • Construction has started on the first of two towers for CFRN Edmonton, Alta. Completion of the towers, 472 ft. and 196 ft., respectively, will boost CFRN's power to 10 kw. The smaller tower is for evening directional operation. CFRN is a full-timer on 1260 kc.

New Canadian radio stations • CFAX Victoria, B.C., and CKTL, La Tuque, Que., began operations in early September, CFAX has 1 kw on 810 kc, and CKTL 1 kw daytime and 250 nighttime on 1240 kc. CJLR Quebec, Que., 5 kw on 1060 kc, to go on the air by late September from a new building on Laurier Blvd. Jacques LaRoche is station president and Trans-Ocean Radio & TV Representatives, Toronto, is exclusive representative.

CKPT, new radio station at Peterborough, Ont., begins operations Nov. 1. Lorrie Potts & Co. is its Montreal representative, Ontario Radio Sales Ltd., the Toronto representative. CKTP president and general manager is William Brennan; station manager is S.B. Hayward.

No anthem

London meat paste manufacturer Peter Sutherland said Tuesday (Oct. 13) he has canceled a $10,000 tv contract because the British commercial tv company concerned doesn't play the national anthem at day's end. Mr. Sutherland says he will place no more ads with program contractor Granada Tv and is urging other firms to boycott Granada as well.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 6 through Oct. 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

ACTION BY FCC

Bowling Green, Ky.—George A. Brown Jr., Granted vhf ch. 13 (210-216 mc); ERP 75.8 kw vis., 45.7 kw aur.; ant. height above average terrain 801 ft., above ground 600 ft. Estimated construction cost $165,596, first year operating cost $72,000, revenue $100,000. P.O. address 809 Covington Ave., Bowling Green. Studio location 12.5 miles northwest of Bowling Green. Trans. location 12.5 miles northwest of Bowling Green. Geographic coordinates 37° 05′ 52″ N. Lat., 86° 37′ 35″ W. Long. Trans. and ant. RCA. Legal counsel Koteen & Burt, Washington. Consulting engineer W.J. Holey, Atlanta, Ga. Mr. Brown is Kentucky representative of General Shoe Corp. Ann. Oct. 7.

Existing Tv Stations

ACTIONS BY FCC

WEAR-TV Pensacola, Fla.—Waived Sec. 3.610(b) of rules and granted application to move trans. approximately 0.7 mile, change ant. system and increase ant. height from 1,213 to 1,220 ft.; engineering conditions and operating authority not to be granted for these facilities until WLBT-TV ch. 3, Jackson, Miss., commence regular program operation with facilities authorized in its outstanding cp. Ann. Oct. 7.

WAVY-TV Portsmouth, Va.—Granted waiver of Sec. 3.652(a) of rules to identify itself with Newport News as well as Norfolk-Portsmouth, both Virginia. Ann. Oct. 7.

Tv Translators

***University of Utah, Salt Lake City, Utah**—Waived Secs. 4.701 and 4.731 for 1 year and granted applications for two new tv translator stations on ch. 71 and 74 to originate programs primarily to be circulated on campus but occasionally simulcast with its *KUED (TV) (ch. 7); subject to certain specified conditions. Ann. Oct. 7.

Benton County Tv Assn., West Richland, Wash.—Granted cp to replace expired permit for new tv translator station (K81AA) on ch. 81 to serve Richland and Benton City by translating programs of KHQ-TV (ch. 6) Spokane. Ann. Oct. 7.

New Am Stations

ACTION BY FCC

Ocean City, Md.—Wett Corp. Granted 1590 kc, 500 w N. 1 kw-LS DA-2. P.O. address J.L. O'Conner Jr., Box 61, Ocean City. Estimated construction cost $16,421, first year operating cost $36,000, revenue $43,000. Owners are **James Leo O'Conner Jr.** (23.6%), **David William Beck** (20.7%), **Irwin Joseph Meyer** (19.2%) and others. Mr. O'Conner is in experimental engineering. Mr. Beck is water and sanitary installation superintendent. Mr. Meyer is telephone company commercial supervisor. Ann. Oct. 7.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through October 13

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,360	61	104	725
FM	600	49	156	85
TV	468[1]	55	99	127

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through October 13

	VHF	UHF	TOTAL
Commercial	442	81	523
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through August 31, 1959

	AM	FM	TV
Licensed (all on air)	3,358	600	465
CPs on air (new stations)	59	46	54
CPs not on air (new stations)	105	157	101
Total authorized stations	3,522	803	669
Applications for new stations (not in hearing)	490	62	57
Applications for new stations (in hearing)	219	29	69
Total applications for new stations	709	91	126
Applications for major changes (not in hearing)	604	32	32
Applications for major changes (in hearing)	162	6	18
Total applications for major changes	766	38	50
Licenses deleted	1	0	1
CPs deleted	1	1	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

APPLICATIONS

Mesa, Ariz.—Frank S. Barc Jr., 1510 kc, 1 kw. N. P.O. address 4631 E. Hubbell St., Phoenix, Ariz. Estimated construction cost $2,741, first year operating cost $18,263, revenue $29,000. Applicant is radio station consultant. Ann. Oct. 7.

Sanford, Me.—Miller Electronics Inc., 1380 kc. 1 kw. D. P.O. address 27 Mechanic St., Red Bank, N.J. Estimated construction cost $32,600, first year operating cost $50,000, revenue $60,000. Principal applicant is **Harry B. Miller** 70%, who owns electronics firm. Ann. Oct. 7.

Grove City, Pa.—James V. Perry, 1600 kc. 500 w. P.O. address 634 S. Center St., Grove City, Pa. Estimated construction cost $14,664, first year operating cost $39,000, revenue $42,000. Applicant is in floor covering business. Ann. Oct. 7.

Burnet, Tex.—Land of Lakes Radio, 1340 kc. 250 w. P.O. address 402 Cactus Drive, Levelland, Tex. Estimated construction cost $13,873, first year operating cost $36,000, revenue $42,000. Applicant is **Robert D. Johnson** who is farm equipment dealer. Ann. Oct. 7.

Hillsville, Va.—Carroll Bcstg. Co., 1400 kc. 250 w. P.O. address % Rush L. Akers, Box 248 Hillsville, Va. Estimated construction cost $5,200, first year operating cost $20,871, revenue $31,234. Applicants are **Dale W. Gallimore** and **Rush L. Akers,** equal partners. Mr. Gallimore was formerly employed by WPAQ Mt. Airy, N.C. Mr. Akers formerly in automobile agency business. Ann. Oct. 7.

Existing Am Stations

APPLICATIONS

KBBM Hayward, Calif.—Mod. of cp to change frequency from 101.7 to 100.9 mc., change ch. from 269 to 265 and change type ant. Ann. Oct. 7.

WTTB Vero Beach, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Petition for reconsideration of return of applicaton filed) (1490 kc). Ann. Oct. 7.

WTCO Campbellsville, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Oct. 12.

KQTE Missoula, Mont.—Cp to change frequency from 1340 kc to 1230 kc. increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 7.

WMPT South Williamsport, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. Oct. 9.

WGEZ Beloit, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Oct. 9.

WTCS Fairmont, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Oct. 12.

WATW Ashland, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Oct. 12.

New Fm Stations

ACTIONS BY FCC

Rochester, N.Y.—WBBF Inc. Granted 101.3 mc., 23.7 kw. P.O. address 339 East Ave., Rochester 4, N.Y. Estimated construction cost $35,000, first year operating cost $40,000, revenue $40,000. WBBF Inc. is licensee of **Star Bcstg. Station** WBBF Rochester. Other Star Stations: WGVA Geneva, WTLB Utica and WCBF-TV Rochester, all New York. **Maurice R. Forman,** 71.59%, and others, are owners. Ann. Oct. 7.

Providence, R.I.—Buckley-Jaeger Bcstg. Corp. Granted 98.9 mc, 3.36 kw. P.O. address 144 Westminster St. Estimated construction cost $13,850, first year operating cost $9,300, revenue $9,000. Applicant is licensee of WHIM Providence. Ann. Oct. 7.

APPLICATIONS

***Washington, D.C.—Paduan Foundation,** 91.1 mc 19.3 kw. P.O. address 805 G St., N.W., Washington, D.C. Estimated construction cost $20,865, first year operating cost $20,400. Officers of Paduan Foundation are **Lorenzo W. Milan,** president and **Gary S. Margason,** secretary. The Foundation has been organized solely for educational purposes. Ann. Oct. 9.

Glen Ellyn, Ill.—Elizabeth G. Coughlan, 107.1 mc. 1 kw. P.O. address 1 S. 707 Schaffner Road, Wheaton, Ill. Estimated construction cost $17,795, first year operating cost $29,500, revenue $34,640. Applicant is free lance writer. Ann. Oct. 7.

Detroit, Mich.—560 Bcstg. Corp., 107.5 mc 37.38 kw. P.O. address % Ross Mulholland, 1260 Library St., Detroit, Mich. Estimated construction cost $23,000, first year operating cost $24,000, revenue $33,000. Principal applicant is **Ross Mulholland** president of 560 Bcstg. Corp., licensee of WQTE Monroe, Mich. Ann. Oct. 7.

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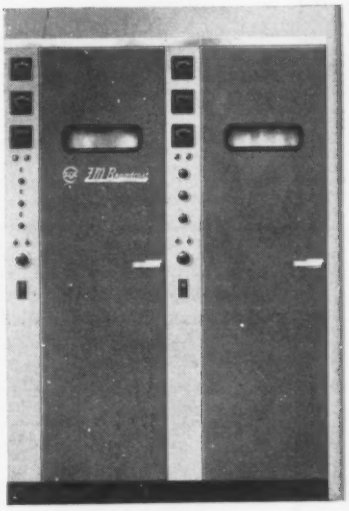

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Existing Fm Stations

ACTIONS BY FCC

KCBM (FM) Kansas City, Kan.—Granted SCA to engage in functional music operation on multiplex basis. Ann. Oct. 7.

WRFK (FM) Richmond, Va. — Granted change from noncommercial educational fm station on 91.1 mc, ERP 3.6 kw and ant. height 110 ft., to class B station on 102.9 mc, ERP 16 kw, ant. 235 ft.; remote control permitted. Ann. Oct. 7.

Ownership Changes

ACTIONS BY FCC

KCCC-TV Sacramento, Calif.—Granted assignment of cp from **Melvyn E. Lucas**, et al., to **Capitol Tv Inc.** (Mr. Lucas to retain 11.1% interest); consideration $70,548 involves liabilities and stock tranaction. Station is about 90% constructed. Ann. Oct. 7.

WARN Fort Pierce, Fla.—Granted assignment of license to **South Jersey Bcstg. Co.** (WKDN-AM-FM Camden, N.J.); consideration $70,000 and $30,000 consultants' agreement. Ann. Oct. 7.

WIOD Sanford, Fla.—Granted assignment of license to **Sanford Seminole Bcstg. Inc.** (**Joseph R. Horenstein**, president, has minority interest in WBAB-AM-FM Babylon, N.Y.); consideration $56,000. Ann. Oct. 7.

WKLE Washington, Ga.—Granted assignment of license to **Washington Bcstg. Inc.** (WSNT Sandersville); consideration $38,000. Ann. Oct. 7.

WSEL (FM) Chicago, Ill.—Granted (1) renewal of license and (2) assignment of license and cp to **State-Wide Bcstg. Corp.** (**Harold J. Kamm**, president); bankrupt company to merge with State-Wide which will assume former's obligations. Ann. Oct. 7.

WATP Marion, S.C.—Granted transfer of control from **Al G. Stanley**, et al., to **James Harpring**, et al.; consideration $48,000. Ann. Oct. 7.

WOHP Bellefontaine, Ohio — Granted assignment of license to **Lake Erie Radio & Tv Corp.** (an Ohio corp.) (**James T. Sandonato** and **Thomas W. Talbott**, together own WJJL Niagara Falls, N.Y.); consideration $100,000. Ann. Oct. 7.

WMMT McMinnville, Tenn.—Granted assignment of license to **Regional Bcstg. Corp.** (KLOV Loveland and KVRH Salida, Colo.); consideration $82,500. Ann. Oct. 7.

KREL Baytown, Tex.—Granted (1) renewal of license and (2) assignment of licenses to **Bayshore Bcstg. Co.** (**Bob H. Walker**, president); consideration $126,825. Ann. Oct. 7.

KTXO Sherman, Tex. — Granted relinquishment of positive control by **K. M.** and **J. P. Fisher** to **Davis Ray Lewis**, et al.; consideration $38,940 for 52% interest, 33.4% interest to go to **G. E. Miller & Co.** (half owner of KIXZ Amarillo and KOKE Austin, both Texas). Ann. Oct. 7.

KGKB Tyler, Tex.—Granted assignment of license to **O'Connor Bcstg. Corp.** (KTXO Sherman, Tex.); consideration $125,100. Ann. Oct. 7.

WDOT Burlington, Vt.—Granted assignment of licenses to **DOT Bcstg. Corp.** (**Fortune** and **Anthony Pope**, brothers, president and vice presiident, own WHOM-AM-FM New York, N.Y.); consideration $140,000. Ann. Oct. 7.

WHTN - AM - FM Huntington, W.Va. — Granted assignment of license to **Geyer Bcstg. Co.** (**Wayne W. Geyer**, president); consideration $100,000. Ann. Oct. 7.

APPLICATIONS

KANT (FM) Lancaster, Calif.—Seeks assignment of cp from **Cordell Fray** to **Desert Bcstg. Corp.** Change to corporation. Ann. Oct. 9.

KPOL-FM Los Angeles, Calif.—Seeks assignment of license from **Hugh R. Murchison** d/b/a **Coast Radio Bcstg. Corp.** to **Kenneth & Clara Murchison Foundation**. Transfer of stock. Mr. Murchison requests authority to vote stock of assignee. Ann. Oct. 7.

KRKD - AM - FM Los Angeles, Calif. — Seeks assignment of license from **Continental Telecasting Corp.** to **Trans American Bcstg. Corp.** Corporation dissolved by parent corporation. Ann. Oct. 7.

KROS-AM-FM Clinton, Iowa—Seeks transfer of control from **B. M. Jacobsen** and **William Callender** co-executors of the estate of **Mrs. A. J. Hammond**, deceased, to **B. M. Jacobsen**. No financial consideration involved. Ann. Oct. 12.

KJOE Shreveport, La.—Seeks assignment of license from **Audiocasting Inc.** to **Armand Kovitz** for $100,000. Mr. Kovitz was formerly executive vice president of all stations owned and operated by Cy Blumenthal. Ann. Oct. 5.

KDOM Windom, Minn.—Seeks assignment of license from **North Star Bcstg. Co.** to **KDOM Inc.** Change to corporation; no ownership changes involved. Ann. Oct. 12.

KWOS Jefferson City, Mo.—Seeks involuntary transfer of control from **R. L. Rose**, trustee of estate of **R. C. Goshorn**, deceased, d/b/a **Capital Bcstg. Co.** to **William H. Weldon, Robert C. Blosser** and **R. L. Rose**, co-trustees of trust created by will of deceased. Ann. Oct. 9.

WHKK Akron, Ohio—Seeks transfer of control from **Philip R. Herbert** d/b/a **WHKK Bcstg Co.** to **Radio Akron Inc.** for $456,586. Purchasers are **Susquehanna Bcstg. Co.** (90%) and **Louis J. Appell Jr.** 10%. Susquehanna Bcstg. Co. is licensee of WSBA-AM-TV York and majority owner of WARM Scranton, both Pennsylvania. Mr. Appell is president of licensee corporation. Ann. Oct. 7.

KBCH Oceanlake, Ore.—Seeks assignment of license from **Lincoln Electronics Inc.** to **Yaquina Radio Inc.** for $45,000 ($750 per month lease payments for five years). Principals are **Thomas R. Becker** 71.4% and **Andrew H. Becker** 26⅔%. Messrs. Becker also own KYTE Pocatello, Idaho, and KNPT Newport, Ore. Ann. Oct. 7.

WBIR - AM - FM - TV Knoxville, Tenn.—Seeks transfer of control of 70% from **WBIR Inc.** to **Taft Bcstg. Co.** for $2,100,000. Principals are **Hulbert Taft Jr.** (7.8%), **David G. Taft** (6.9%) and others. Taft Bcstg. Co. is licensee of WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus, both Ohio, WKYT (TV) Lexington, Ky., and WBRC-AM-FM-TV Birmingham, Ala. Taft Bcstg. Co. had 30% interest in WBIR prior to announcement of transfer. Ann. Oct. 9.

KATR Corpus Christi, Tex.—Seeks assignment of license from **Bcstrs. Inc.** to **Bcstg. Corp. of the Southwest** for $300,000. Principals are **Lester L. Roloff** 31%, and **Robert C. Kent** 25%. Mr. Roloff is pastor. Mr. Kent is general manager of KJRG-AM-FM Newton, and KCLO Leavenworth, both Kansas. Ann. Oct. 7.

KHEY El Paso, Tex.—Seeks assignment of license from **KEPO Bcstg. Co.** to **KHEY Bcstg. Inc.** for $180,000. Principal applicants are **Nancy W. Sleighel** 65% and **Edward M. Sleighel** 35%. Ann. Oct. 3.

KLBS Livingston, Tex.—Seeks assignment of license from **E. J. Griffin Jr.**, sole owner, to **Polk County Bcstg. Service Inc.** for $18,000. Principals are **Veneshia S. Robinson** 51% and **Elmer J. Griffin Sr.** 49%. Mr. Griffin Sr. is 49% owner KLBG Liberty, Tex. V. S. Robinson is employe of KLBS Livingston, Tex. Ann. Oct. 7.

KUEN Wenatchee, Wash.—Seeks assignment of license from **KUEN Bcstg. Inc.** to **KUEN Inc.** for $105,000 plus agreement not to compete for five years. Applicants are **Miller C. Robertson** and **Joseph S. Sample**, equal partners. Mr. Robertson was formerly station manager of KIRO-AM-TV Seattle. Mr. Sample is 93.8% owner of KOOK-AM-TV Billings, Mont. Ann. Oct. 9.

Hearing Cases

FINAL DECISIONS

By decision, Commission granted application of George A. Brown Jr. for new tv station to operate on ch. 13 in Bowling Green, Ky., and denied competing application of Sarkes Tarzian Inc. Sept. 8, 1958, initial decision looked toward grant of Tarzian application and denial of Brown. Ann. Oct. 7.

By memorandum opinion and order, Commission denied petition by American Bcstg.-Paramount Theatres Inc. (KABC-FM) Los Angeles, Calif., to enlarge issues in proceeding on application of Richard C. Simonton, d/b as Telemusic Co. for new Class B fm station in San Bernardino; denied as moot Simonton motion to strike KABC petition. Ann. Oct. 7.

By memorandum opinion and order, Commission denied request by Richard C. Simonton for clarification or modification of July 30, 1958 order abandoning revised tentative allocation plan for class B fm stations. In so doing, Commission pointed out that deletion of table made no change in its fm allocation policies or determination of objectionable interference in that service. Ann. Oct. 7.

By order, Commission denied petition by Capitol Television Co. (KCCC-TV ch. 40) Sacramento, Calif., and Capitol Television Inc. (proposed assignee of that station) to extend time from Oct. 8 to Oct. 19 to file reply comments in proceeding on proposed changes in tv table of assignments affecting San Francisco and Sacramento, Calif., and Reno, Nev. Ann. Oct. 7.

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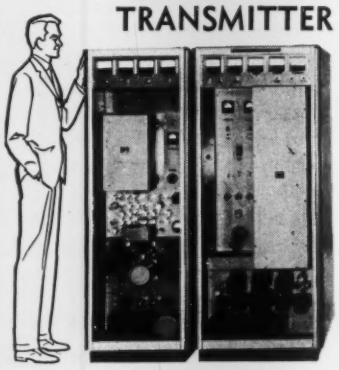

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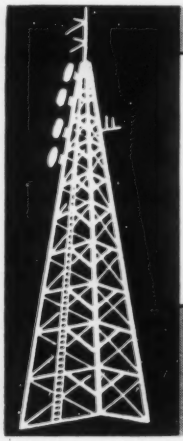

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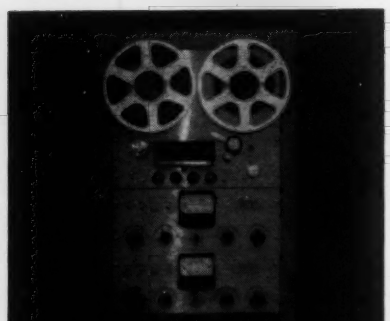

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mission, on petition by applicant, reconsidered and granted without hearing applications of KSOO-TV Inc., for additional time to construct station KSOO-TV ch. 13, Sioux Falls, S. D. and to increase vis. ERP from 28.9 kw to 316 kw and ant. height from 540 to 1,060 ft., move trans. site from 9 miles east of Sioux Falls to about 33 miles northeast of that city, change trans. and ant., etc. with construction under modified cp to commence not later than Dec. 7 and be completed not later than 6 months thereafter. In so doing, it (1) set aside designation order, and (2) denied motion by Midcontinent Bcstg. Co. (KELO-TV), Sioux Falls, to change and enlarge issues. Ann. Oct. 7.

By memorandum opinion and order, Commission granted joint petition for reconsideration by applicants, and made immediate grant without hearing of applications of WHDH Inc., to change operation of station WHDH-FM Boston, Mass., from 20 kw to 3.25 kw ERP and ant. height from 455 ft. to 979 ft., continuing operation on 94.5 mc, engineering condition, and Buckley-Jaeger Bcstg. Corp. for new Class B fm station to operate on 98.9 mc (in lieu of 94.1 mc as originally proposed) in Providence, R. I.; dismissed as moot WHDH petition to enlarge issues. Ann. Oct. 7.

STAFF INSTRUCTIONS

Commission on Oct. 7 directed preparation of document looking toward affirming Commission's Oct. 15 and Nov. 5, 1958 grants of applications of Tomah-Mauston Bcstg. Inc., for new am station (WTMB) to operate on 1390 kc, 500 w D in Tomah, Wis. and mod. of cp to reduce maximum expected operating value which had been protested by William C. Forrest (WRDB) Reedsburg, Wis. March 31 initial decision looked toward this action. Ann. Oct. 7.

Commission on Oct. 7 directed preparation of documents looking toward (1) affirming Commission's Oct. 22, 1958 grant of application of Jack L. Goodsitt for new am station (WTOJ) to operate on 1460 kc 1 kw D in Tomah, Wis. and (2) lifting stay which had been imposed pending hearing on protest by Tomah-Mauston Bcstg. Inc. (WTMB) Tomah. March 12 initial decision looked toward this action. Ann. Oct. 7.

INITIAL DECISIONS

Hearing examiner Annie Neal Huntting issued initial decision looking toward denying application of Rollins Bcstg. Inc., for additional time to construct changed nighttime facilities of station KATZ St. Louis, Mo., from 1 kw to 5 kw and modify directional array. Station is licensed on 1600 kc, 5 kw-D, 1 kw-N, DA-N.

Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Clifford C. Harris for new am station to operate on 1440 kc, 1 kw D in Oswego, N. Y., and denying competing application of Standard Bcstg. Corp. for similar facility with 500 w. Ann. Oct. 7.

Hearing examiner H. Gifford Irion issued initial decision looking toward granting applications of Tyrone Bcstg. Co. to change facilities of WTRN Tyrone, Pa., from 1290 kc, 1 kw D to 1340 kc, 250 w U with engineering condition, and Triangle Publications Inc. to change facilities of station WFBG, Altoona, Pa., from 1340 kc, 250 w Unl. to 1290 kc, 1 kw-N, 5 kw-LS, DA-2; both conditioned that program tests on new frequencies be commenced at same time. Ann. Oct. 8.

Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of Newark Bcstg. Corp. for new class B fm station to operate on 100.3 mc with ERP 20 kw and ant. height 337 ft., and denying competing application of Loew's Theatres Bcstg. Corp. seeking same frequency in New York, N. Y., with ERP 19 kw and ant. height 514 ft. Ann. Oct. 8.

OTHER ACTIONS

By memorandum opinion and order, Commission directed KPOI Broadcasting Company Inc., to show cause or request hearing on why call letters KPOI assigned May 1 to KHON Bcstg. Inc. (then owner of am station in Honolulu, Hawaii) should not be rescinded because of confusion with KPOA (Radio Hawaii Inc.) in same city. This action only corrects Sept. 2 memorandum opinion and order by reflecting change in corporate name in ownership of station, and effective date of order remains same. Ann. Oct. 7.

By memorandum opinion and order, Commission reopened record in proceeding on application of Bay Area Electronic Associates for new am station to operate on 1580 kc, 500 w D in Santa Rosa, Calif., and remanded proceeding to hearing examiner for further hearing on specified issues and for preparation of supplemental initial decision; continued KSJO San Jose, as party to proceeding. (March 30 initial decision looked toward granting application). Ann. Oct. 7.

Bill S. Lahm, Tomah, Wis. — Designated for consolidated hearing application of Lahm for new am station to operate on 1220 kc, 500 w D, and WTMB to change facilities from 1390 kc, 500 w D to 1220 kc, 1 kw D; made WHVF Wausau, and Plains Bcstg. Corp., Independence, Iowa, parties to proceeding. Ann. Oct. 7.

Commission scheduled following proceedings for oral argument on November 13 at 2:15 p.m.:

Santa Monica Bcstg. Co. for new class A fm station in Santa Monica, Calif.; and Jane A. Roberts for license to cover permit for KCFI Cedar Falls, Iowa. Ann. Oct. 7.

Routine Roundup

By report and order, Commission finalized rulemaking and amended tv table of assignments by shifting educational tv reservation in Muncie, Ind., from ch. *71 to ch. *55. Bell State Teachers College had petitioned for exchange.

By memorandum opinion and order, Commission denied petition by Joint Council on Educational Television for rulemaking to change educational reservation at Wausau, Wis., from uhf ch. *46 to vhf ch. 9. Commission feels that public interest would be better served by giving all parties filing timely applications for commercial or noncommercial educational operations on ch. 9 opportunity to receive comparative consideration for channel. There is one pending commercial application for ch. 9. (Wausau Telecasting Co.).

By report and order, Commission denied petition by Wrather-Alvarez Bcstg. Inc. (former permittee of KYAT [TV] ch. 13, Yuma, Ariz.) to shift that channel from Yuma to El Centro, Calif., and terminated rulemaking proceeding. Petitioner is no longer interested in this proceeding. Ann. Oct. 7.

By memorandum opinion and order, Commission denied petitions by Fayetteville Bcstrs. Inc. (permittee of WFBL-TV ch. 18) Fayetteville, N. C., for rehearing and stay of Aug. 5, 1958 report and order which allocated ch. 8 to Greensboro-High Point-Winston-Salem, N. C., and denied it to Fayetteville. Ann. Oct. 7.

By memorandum opinion and order, Commission denied Nov. 25, 1958 petition by Community Telecasting Co. (then permittee of WXTV [TV] on ch. 73 in Youngstown, Ohio) for reconsideration of Nov. 7, 1958 action which, at request of WKST Inc. (then holder of WKST-TV on ch. 45 in New Castle, Pa.), set aside certain portions of report and order in the Pittsburgh-Clarksburg-Youngstown tv rulemaking proceeding. WXTV (TV) has since been authorized to change to ch. 45, and WKST-TV to change to ch. 33 in Youngstown. Ann. Oct. 7.

By memorandum opinion and order, Commission denied motion by Sangamon Valley Television Corp. to delete issues 2(a) and 2(b); modify, clarify or delete issue 3, from evidentiary hearing in Springfield, Ill., deintermixture rulemaking remand proceeding. Ann. Oct. 7.

ACTIONS ON MOTIONS

By the FCC

Upon petitions by KFJZ-TV Inc. and KSIX Television Inc., Commission on Oct. 9 extended time to file reply comments in tv rulemaking proceeding involving Fort Worth and Denton, Tex., from Oct. 12 to Oct. 26; and from Oct. 9 to Oct. 26 to file comments with reply comments to be filed within 15 days in tv rulemaking proceeding involving Corpus Christi, Tex. Action Oct. 9.

By Commissioner Frederick W. Ford

Granted petition by broadcast bureau for extension of time to Oct. 23 to file replies to petitions for Suburban Bcstg. Inc., and Concert Network Inc., to enlarge issues in proceeding on applications of Suburban and Camden Bcstg. Co., for new fm stations in Mount Kisco, N. Y., and Newark, N. J. Action Oct. 6.

Granted petition by broadcast bureau for extension of time to Oct. 9 to file exceptions to initial decision in proceeding on applications of Nick J. Chaconas for new am station in Gaithersburg, Md., et al. Action Oct. 6.

Granted joint petition by Riverside Church in city of New York and Huntington-Montauk Bcstg. Inc., for extension of time to Oct. 12 to file replies to exceptions to initial decision in proceeding on their

applications for new fm stations in New York and Huntington, N. Y. Action Oct. 6.

Granted petition by TriCities Bcstg. Co. for extension of time to Oct. 8 to file its reply to opposition of Jefferson Standard Bcstg. Co. to TriCities' petition for reconsideration in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action Oct. 6.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearings in following proceedings on dates shown: Dec. 17: H and R Electronics Inc., for new am station in Greenville, N. C., et al., fm applications of Mount Wilson FM Bstrs. Inc. (KBCA) Los Angeles, and Freddot Ltd. (KITT) San Diego, Calif.; Dec. 21: Frank A. Taylor for new am station in Haines City, Fla., et al. Action Oct. 6.

On own motion, continued oral argument on petition of Centre Bcstrs. Inc., to intervene in proceeding on am applications of Bald Eagle-Nittany Bcstrs., Bellefonte, and Suburban Bcstg. Corp., State College, Pa., from Oct. 9 to Oct. 16, at 9:20 a.m. Action Oct. 7.

On own motion, set aside his order released Sept. 29 dismissing with prejudice fm application of William E. Clark (KDOG) La Habra, Calif., in proceeding with applications of American Bcstg.-Paramount Theatres Inc. (KABC-FM) Los Angeles, and Tri-Counties Public Service Inc. (KUDU-FM) Ventura-Oxnard, Calif., and reinstated same and accepted written appearance of Clark. Action Oct. 7.

By Hearing Examiner J. D. Bond

Granted petitions by College Park Bcstg. Inc. (WCPK) College Park, Ga., and Union County Bcstg. Co., Morganfield, Ky., for leave to amend their am applications in consolidated proceeding with Cookeville Bcstg. Co., Cookeville, Tenn., et al.—WCKP to seek to comply with June 26 letter which raised questions as to its financial qualifications, etc., and to correct two errors with respect to manufacturer and type number of frequency and modulation monitors now on hand, and Union County to include certain financial data, Action Oct. 8; scheduled informal conference of engineers for parties on technical issues for Oct. 21; date of Nov. 20 for parties to notify each other, by tentative draft copies, all engineering exhibits and technical evidence material to be offered in direct affirmative case presentations to be made; and further prehearing conference for Nov. 5. Action Oct. 9.

By Hearing Examiner Basil P. Cooper

Granted petition by Grabet Inc., Radio Enterprises for leave to amend its application for am facilities in Tucson, Ariz., so as to seek to comply with provisions of U.S.-Mexican Agreement of 1947; application is in consolidated proceeding with application of W. H. Hansen for am facilities in Tucson. Action Oct. 6.

Granted joint motion by Supreme Bcstg. Inc., of Puerto Rico and Radio American West Indies Inc. for continuance of prehearing conference from Oct. 6 to Jan. 6, 1960, and from Oct. 21 to Jan. 21, 1960 for commencement of evidentiary hearing in proceeding on their applications for new tv stations to operate on ch. 8 in Christiansted, St. Croix, V.I. Action Oct. 6.

Granted motion by Kansas Bcstrs. Inc., and extended from Oct. 15 to Oct. 30 date for exchange of exhibits by applicants and from Oct. 27 to Nov. 13 for further prehearing conference in proceeding on applications of Kansas Bcstrs. and Salina Radio Inc., for new am stations in Salina, Kans. Action Oct. 7.

By Hearing Examiner Charles J. Frederick

Granted petition by Peoples Bcstg. Corp. (WGAR) Cleveland, Ohio, for extension of time from Oct. 5 to Oct. 12 to reply to "Reply by Broadcast Bureau to Petition to Enlarge Issues" in proceeding on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al. Action Oct. 8. With regard to future procedural steps in this proceeding, adopted, subject to future change, list of "Suggested Grouping of Applications" as distributed at Oct. 6 prehearing conference; parties interested in group 1 shall exchange and/or serve, as case may be, their preliminary engineering data by Nov. 25; scheduled further prehearing conference respecting group 1 for Dec. 9; scheduled prehearing conferences as follows: Oct. 14, respecting group 2 at 10 a.m., group 3 at 2 p.m.; Oct. 15: group 4 at 10 a.m., group 5 at 2 p.m.; Oct. 16: group 6 at 10 a.m., group 7 at 2 p.m.; granted petition by Nicholas J. Zaccagnino, tr/as Radio Toms River, Toms River, N. J., for extension of time from Oct. 5 to Oct. 12 to reply to "Opposition of Broadcast Bureau to Petition to Enlarge and Revise Issues." Actions Oct. 9.

Pursuant to agreement reached on record of Oct. 6 prehearing conference, scheduled prehearing conference for Oct. 9 to consider matters pertaining to applications involving North Platte, Neb., Lincoln, Neb., Spencer, Iowa, St. Cloud, Minn., Rice Lake, Wis., Rhinelander, Wis., and Ishpeming, Mich., to comprise what shall be known as "group 1" in proceeding on am applications of Tiffin Bcstg. Co., Tiffin, Ohio, et al. Action Oct. 6.

By Hearing Examiner Millard F. French

By agreement of parties, scheduled hearing for Oct. 14 in proceeding on am application of Fayetteville Bcstg. Inc. (KHOG) Fayetteville, Ark. Action Oct. 6.

By Hearing Examiner Isadore A. Honig

Granted petition by Sherrill C. Corwin (KGUD-FM) Santa Barbara, Calif., for leave to amend his application to specify a six bay ant. in lieu of eight bay ant., with resultant reduction in ERP to 30.7 kw. Action Oct. 9.

By Hearing Examiner Annie Neal Huntting

Admitted into evidence exhibit no. 3 supplied by Richard C. Simonton, d/b as Telemusic Co., and closed record in proceeding on its application for fm facilities in San Bernardino, Calif. Action Oct. 8.

Cancelled oral argument scheduled for Oct. 8 on motion for stay filed by Sangamon Valley Tv Corp. in Terre Haute, Ind., tv ch. 2 proceeding. Action Oct. 8.

By Hearing Examiner H. Gifford Irion

Scheduled prehearing conference for Oct. 23 at 9:30 a.m., on application of Oklahoma Quality Bcstg. Co., to change existing facilities of KSWO-TV, Lawton, Okla. Action Oct. 7.

Granted petition by Interstate Bcstg. Co., Inc. (WQXR) New York, N. Y., for continuance of date for preliminary engineering exchange to Nov. 16, engineering conference to Nov. 30 and final exchange of engineering exhibits to Dec. 21, and continued hearing from Dec. 1 to Jan. 5, 1960 in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, Interstate, and Booth Bcstg. Co. (WTOD), Toledo, Ohio. Action Oct. 8.

By Hearing Examiner Jay A. Kyle

Continued prehearing conference from Oct. 13 to Oct. 30, at 9:30 a.m., continued without date hearing scheduled for Oct. 30, and dismissed as moot joint motion by Tri-Counties Public Service, Inc. (KUDU-FM), and Telemusic Co., applicant and respondent, respectively, for continuance of date set for prehearing conference in proceeding on fm applications of American Bcstg-Paramount Theatres, Inc. (KABC-FM), Los Angeles, Tri-Counties, Ventura-Oxnard, and William E. Clark (KDOG), La Habra, all California. Action Oct. 8.

Granted petition by broadcast bureau for extension of time from Oct. 13 to Nov. 9 to file proposed findings and conclusions in proceeding on applications of Sheffield Bcstg. Co. and J. B. Falt Jr., for am facilities in Sheffield, Ala. Action Oct. 6.

Granted petition by broadcast bureau for extension of time from Oct. 13 to Nov. 9 to file proposed findings and conclusions in proceeding on applications of Walter G. Allen and Marshall County Bcstg. Inc., for am facilities in Huntsville and Arab, Ala. Action Oct. 6.

On own motion, continued without date hearing scheduled for Oct. 12 in proceeding on applications of WBUD Inc. and Concert Network Inc., for fm facilities in Trenton, N. J. Action Oct. 7.

By Hearing Examiner Forest L. McClenning

Granted request by South Florida Amusement Inc., to continue from Oct. 5 to Oct. 13 date for exchange of exhibits in further hearing and from Oct. 9 to Oct. 15, at 9 a.m., further hearing conference in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action Oct. 6.

Continued on page 119

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RADIO

Help Wanted—Management

Will give 15% interest of in-the-black Carolina 250 station plus salary to top qualified sales manager-air personality. No investment, no gimmick. Write fully stating earnings, billings, availability, etc. Box 883P, BROADCASTING.

Experienced, aggressive street-air salesman, here is your chance to step into management of top-rated Ohio small-market kilowatt daytimer under guidance veteran multi-station owner-operator. Good salary, overwrite, share-profit and stock plan. If willing to put out and can deliver, you are on your way. Tell all to Box 898P, BROADCASTING.

Wanted: Manager for well-known, progressive radio 1000 watt station in western North Carolina. Write giving resume experience and references. Box 905P, BROADCASTING.

Manager-sales/programming—new fm station Chicago-suburban area. Must know fm selling. Opportunity for loyal, hard-working, community-minded person. $150,000,-000 market plus. Write in confidence, experience, salary, etc. John D. Morgan, WNWC, Box 26, Arlington Heights, Illinois.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

Aggressive, experienced radio salesman with at least 2 years fulltime radio selling experience. Only those with successful sales record need apply. Position in metropolitan market south Florida. Salary and commission open. Tell all in first letter, include references. Box 740P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesmen. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Sales representative: We will pay top salary plus bonus for an energetic, ambitious, experienced sales person for the #1, 30 year radio station in western Arkansas. Town of 60,000 on Oklahoma border—network affiliation. Wonderful living conditions in the heart of this vacation paradise. Get away from the big town rat race and learn how to live at an easier pace. Send photo, references, and full experience in first letter. All replies confidential. Box 876P, BROADCASTING.

Top sales producer needed for top 5,000 watt station in fast growing California market of 300,000. The right man will have chance to become sales manager. Salary plus commission or guarantee against commission. Send full details of background and references plus picture to Box 903P, BROADCASTING.

Florida east coast top station in market looking for top-notch salesman. Box 929P, BROADCASTING.

Ambition, experience and ability to manage will qualify you for position as radio sales manager of number one station in market. Multiple ownership. Send details Box 931P, BROADCASTING.

Excellent New York market, sound station, good people, offers wonderful opportunity in sales. Training provided. Potential five figures. Box 937P, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Help Wanted—(Cont'd)

Sales

Our successful am-fm operation in suburban Chicago is expanding through a power increase and an additional station in a nearby city. Our policy is to promote to sales management and management only from our successful salesmen. We need another aggressive, intelligent salesman in his late 20's or early 30's who wants to prove himself in a major market and prepare himself for further advancement with our company. Details of compensation can be arranged; however, our sales compensation is basically 25% commission and all our sales representatives are expected to have their earnings based on that figure. If you have had successful sales experience and wish to increase earnings and responsibility as a result of effort, contact immediately Ed Wheeler, WEAW, Evanston, Illinois with complete details and requirements and a personal interview will then be arranged.

Salesman-announcer. FM experience desired. Independent fm station to begin broadcasting soon. WFMM, 44 W. Biddle St., Baltimore 1, Maryland.

Salesman wanted immediately by WLOF, Orlando, Florida. Good salary guaranteed, incentive bonus arrangements, outstanding fringe benefits with long established, top rated, modern music and news operation. Brand new housing plentiful and inexpensive. Living conditions unrivaled. Tell all in first letter. Write Mr. Howard Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Florida.

We have opening for progressive salesman who would like to join real progressive top rated station that really swings. Excellent opportunity for the right man. Send full details to Radio Station WSHE, Raleigh, North Carolina.

Announcers

South Florida metropolitan market, Number 1 station, in beautiful city three miles from the Atlantic ocean, with wonderful living and working conditions, needs a swinging deejay at $135.00 a week. Send resume, tape at once to Box 591P, BROADCASTING.

Looking for a good all-around announcer for mid-south station. Congenial working conditions. Immediate opening. Forward training, experience record, photo, tape. Box 817P, BROADCASTING.

Sharp morning radio news man with hard hitting delivery and good local news background. Opportunity for tv in combination operation in midwest. Send tape, picture, salary. Box 820P, BROADCASTING.

Top 40 dj for leading North Central station. Must know records, have teen age appeal. Send air check, photo, resume, salary expected. Confidential. Box 823P, BROADCASTING.

Experienced, fast-paced disc jockey. Creative. For Ohio competitive market. Send tape at once and complete resume. This is a Storz-McClendon type operation. Box 840P, BROADCASTING.

Staff man for general broadcasting, plus sales and news; Oklahoma. Box 860P, BROADCASTING.

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Are you a good deejay stuck with a late night job? Like to move up to daytime with a top 50 market in the southwest? Send tape, background and salary requirements to Box 916P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

In a California market of 300,000 there's a top job waiting for a top dj. If you're really good and can still work with other people, you're our man. Must be able to sell and work with top 40. Must be able to project sparkling personality. Must be able to hold No. 1 audience. Send tape, picture and all details to Box 904P, BROADCASTING.

Staff announcer, newscaster, farm director. 5 kw basic NBC affiliate in the northern plains . . . top station in the state . . . is expanding its staff and needs three new men. Need a staff announcer who can handle an evening good music show, a newscaster with some dj experience, and a farm director. Salary depends on ability. Send audition, photo and references to Box 933P, BROADCASTING.

New Yorkers who want to come home. Suburban station needs newsman-announcer. Send tape, resume. Box 936P, BROADCASTING.

Deejay patter material. DJ Books, P.O. Box 1, Elkhart, Indiana.

Mature dj with production know-how, music knowledge by better music station with adult approach. Send complete information first letter. Schnepp, KAKE Radio, Wichita, Kansas.

Wanted: Announcer for top rated station in Cheyenne, Wyoming, three station market—a good sharp man—no format or top "40" operation—two years experience board shift on radio and chance to work in tv, write or wire R. H. Verdon, Chief Announcer, KFBC, Cheyenne, Wyoming.

Wanted, smooth announcer for modern, moderately paced good music station. No drifters, hopheads or drunks need apply. All replies confidential. Write Dave Button, KMIN, Grants, New Mexico.

Capable, experienced announcer holding first phone wanted for 1000-watt, 550 kilocycle station. Salary open depending on experience. Address inquiries-Dick Bonderud, Manager, KRAI, Craig, Colorado.

Top station needs top 1st ticket deejay midnite till dawn. Excellent opportunity in desirable city. Must be available soon. Send tape, resume, and salary requirements. KRUX, Sahara Hotel, Phoenix.

WANE needs a nite-owl! No r&r, no c&w, just pleasant music. Good salary, benefits, opportunities for right man. Send tape, photo, resume to Jim Halston, WANE, Fort Wayne, Indiana.

Experienced country music dj, also do good straight job news, commercials. Must have car, be able to sell off the air. If you don't like small towns, country living, don't apply. One of seven Richard F. Lewis Stations. $90 start plus commission. Call Kimberley Johnson Morrefield, Lehigh 8-6062 Lehigh 8-6224. Write WELD, Fisher, West Virginia.

WHYE—Top rated, fast-paced daytimer looking for announcer with/without 1st class ticket. Pays good! Send tape, photo, resume: Box 1187, Roanoke, Virginia.

Immediate opening for experienced announcer. Send resume and tape to WIAM, Williamston, N.C.

Wanted: Experienced announcer with selling style for station presenting quality programming to rural market. Also, combo announcer engineer, with both maintenance and announcing experience. Contact Parks Robinson, WISV, Viroqua, Wisconsin. Write or phone for personal interview.

Help Wanted—(Cont'd)

Announcers

Announcer opening immediately. Good voice more important than length of experience. Send tape, resume, salary requirements to Amos Stone, WMTA, Central City, Ky.

This swinging top 40 station is looking for good young announcers. Must be able to fit into our swinging team. Send tape and full details to Radio Station WSHE, Raleigh, North Carolina.

Immediate opening for 2 first class phone-announcers. No maintenance. Must have heavy announcing experience. Send tape and resume to Charles R. Dickoff, WSJM, 414 State Street, St. Joseph, Michigan.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Immediate opening at station with plans for expansion. Will accept beginner with potential. Contact Al Eyre, WTOR, Torrington, Connecticut, immediately.

WTUX, Wilmington, Delaware needs announcer with at least four years experience. Good working conditions. Contact Donald Mathewson, Program Director.

Immediately, previous station combo, experienced. No tapes. WVOS, Liberty, New York.

Announcers. Job hunting? Register now for fast action. Openings in many markets for experienced men. Send tape, resume today. Disk Jockey Placement Agency, 100 West 42nd St., New York.

Wanted . . . Complete staff for North Carolina's newest fulltime station. Announcers, both pop and hillbilly, salesmen, program director and negro disc jockey. Send all details salary expected and tapes in first letter. Nathan Frank, P.O. Box 1041, Henderson, N.C.

Technical

Opening for transmitter engineer in top-rated Florida station. Opportunity for man with limited experience. First class ticket required. Send resume and snapshot to Box 781P, BROADCASTING.

Need combo man, announcer-engineer. Limited experience acceptable. Southern location in good town. Position now open. Box 818P, BROADCASTING.

First phone operator seeking sales opportunity. KCHJ, Delano, serving 14 California counties.

Help Wanted—(Cont'd)

Technical

First class engineer wanted—announcing experience helpful, not required. $100 per week with no announcing, will talk salary for combo man. Don Pelkey, WIRY, Plattsburgh, N.Y. Combo men tape, photo, resume.

Transmitter engineer with first phone. Excellent company benefits with this four-station organization. WWNR, Beckley, West Virginia.

Production-Programming, Others

Because of change in operation need at once. Program director-copywriter. Copywriter. 3 livewire announcers good pop station. 3 salespeople that can sell. 2 newsmen and mobile units operators. 1 announcer-1st phone operator. Give full experience and references. We pay good—steady positions. Box 895P, BROADCASTING.

We need copywriter who can give us lively, imaginative copy. Will consider trained beginner to work in forward looking station in small cosmopolitan North Carolina town. If male, would like announcing ability too. Box 897P, BROADCASTING.

Sports director. Fully qualified. Some staff duties. Send tape, snapshot, all details. KHAS Radio, Hastings, Nebraska.

Newsman wanted for wide awake operation located forty miles from NYC. Journalism education preferred. Send tape, resume, present salary and number of hours worked weekly to WLNA, Peekskill, N.Y.

Copywriter wanted immediately at WLOF, Orlando, Florida. Good salary, outstanding fringe benefits with long established top rated music and news operation. Brand new housing plentiful and inexpensive. Living conditions unrivaled anywhere. Tell all in first letter, write to Mr. Howard Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Florida.

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Private secretary and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

Traffic director large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

News director willing to work and actively direct completely equipped radio and television news department. Supervise second department of multiple ownership. Send photo and resume Box 932P, BROADCASTING.

RADIO

Situations Wanted—Management

Let's plan for next year. If you can utilize several of the talents available in this one package, we'll both be happy. Presently station manager. Also experienced as: Program director, continuity editor, sports director, sports announcer, morning announcer and staff announcer. Have first phone. Prefer west or southwest. Available January 1. Fourteen years experience. Adult type stations only. Box 746P, BROADCASTING.

Experienced manager, all phases, strong sales, hard working, progressive. Wants position with future. Metropolitan and medium market background. Write Box 751P, BROADCASTING.

California manager-wife team. Excellent background and references. Desire east. Box 752P, BROADCASTING.

Topped industry sales records repeatedly. Opportunity for revenue expansion first consideration. Salary secondary. Specialist operations and sales productivity medium and small markets. Box 784P, BROADCASTING.

Presently sales manager two station market midwest. Last position manager small market. Top salesman, journalism degree, first phone. Ready and able to manage/sales-manage two or three station market. No south. Present employer knows of this ad and will give highest recommendation. 33 years old. Family. Box 875P, BROADCASTING.

General manager, strong sales, economy-minded, thorough knowledge competitive programming, offers station owner aggressive leadership—above average profits. 25-year veteran. Family man. Best references. Box 881P, BROADCASTING.

Tired of repetition? Twenty years of agency experience has provoked me into searching for challenging opportunity in station management. Box 886P, BROADCASTING.

STATION MANAGER

$15,200 to $20,000

(first year)

in

FABULOUS HOUSTON

(South's Largest City)

That's what we are willing to pay for a Manager Whose Basic qualifications are an intensive approach to sales and sales management.

1. The station is programmed to reach 310,000 Negroes.
2. Current billing is in excess of $250,000.
3. Excellent air personalities and good share of audience.
4. Studio and office facilities new and modern.
5. Member of highly successful 6 station OK Group.
6. Enjoys excellent national recognition.

Our plan of remuneration gives you a guaranteed base salary plus a percentage of the gross billing. With imagination and inspired selling plus Houston's tremendous potential your earnings can be tops in the radio business.

You must have a proven record and good references. Write giving full history and details. Applications confidential. Apply Stanley Ray, The OK Group, 505 Baronne St., New Orleans, La.

Situations Wanted—(Cont'd)

Management

Station manager with 18 years experience leaving television, to return to radio. Sales, programming, news. Good leader and community builder. Sober, competent, reliable. Would consider lease. Box 919P, BROADCASTING.

Solid twelve year background in radio includes programming, sales and management. Management has been in small and medium markets. Economy operation is my specialty. If you're an absentee owner, or would like to be, and are dissatified with rising costs, let's go over the situation and see if I can help. Prefer east coast. Box 934P, BROADCASTING.

Have a little money, good financial statement, 10 years Florida radio. Would like to invest money, time and talent with good radio people. Experienced general manager small station, also sales announcer, pd, op. mgr. Box 935P, BROADCASTING.

Assistant manager to handle studio operations. Midwest station. Wide experience. Box 939P, BROADCASTING.

Sales

Available on or about January 1st. Age 36, now working N.Y.C. 14 years broadcasting, 7 in tv. Seeking sales manager job. Preference midwest. Reply Box 913P, BROADCASTING.

Announcers

Announcer-dj. 23, married. Anxious to work hard. Will consider all replies. Box 877P, BROADCASTING.

Radio night shift wanted by presently employed tv announcer, first phone. Box 879P, BROADCASTING.

Announcer. Adult music. News. DJ. Commercials. Cooperative. Creative. Tape available. Box 884P, BROADCASTING.

Announcer. Young. Eager for experience. Well trained. References. Travel anywhere. Box 885P, BROADCASTING.

Intelligent negro young lady with talent. Type. Announce. Write copy. Box 887P, BROADCASTING.

Negro announcer, well experienced r&b, news, excellent gospel. Desires future. Box 889P, BROADCASTING.

Experienced, currently employed dj. Proven dependable on all formats. Radio school grad., easy to work with, have had pd work. Young, hold 1st ticket. Will send tape, picture, and resume upon request. Prefer permanent berth in west. Box 896P, BROADCASTING.

First phone deejay. Experienced all phases, emphasis local news. $100. Box 750P, BROADCASTING.

3 years experience, announcer-dj, deep resonant voice. Desires larger market, preferably east. Married, adaptable, cooperative. Box 909P, BROADCASTING.

Announcer, dj. Recent graduate of professional radio school. Operate board, single, dependable, draft free. Locate anywhere. Box 912P, BROADCASTING.

Announcer, dj, experienced, comm., news, board. Leave immediately. Resume and tape on request. Start $90.00. Box 915P, BROADCASTING.

Expensive service, reasonably priced. For a good time slot in a major market I offer a superior deejay show. For 6 years I've been successful both on radio and tv. I'm with a leading Boston station now, but want a spot that will eventually lead to management. Please contact Box 918P, BROADCASTING.

Looking? Hard working, sober, network caliber, mature announcer—20 years in radio, 10 in tv—desires to relocate in east. No drifter. Presently employed, but available on reasonable notice. No gimmicks or rock 'n roll man, but capable of doing convincing newscast, sane dj show, personable mc job and good selling commercial on mike or camera. Also write continuity that sells. Resume, tape and picture upon request. Box 925P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Combo-man: First phone, six years radio. Capable air-man, continuity, news or program director. Experienced leg-man small daily. No maintenance. No formats or top forty. South only, want 100 miles radius Atlanta. Minimum $100. Box 726P, BROADCASTING.

Not out of this world! Down to earth man wants down to earth job with down to earth station. Eleven years combo-man. Gather, write, air news. Good voice, delivery, news and commercial. Interviews, some selling, write own copy. Desire air work combined with selling. Four years chief. Family man, sober, not drifter. Box 928P, BROADCASTING.

All-night show: Humorous, album-music format. Major market personality. Box 941P, BROADCASTING.

Young, ambitious, experienced. No gimmicks, just good personality. Looking for fast rising station. Prefer southeast. Box 943P, BROADCASTING.

Announcer, experienced Route #1, Box 393, Exeter, Calif. Phone 939R.

Personality deejay, "voice" gimmick, wants opportunity with midwest station. Noncommercial college station experience. Graduate professional broadcasting school. Reliable. Do the best possible job I can. Don Beckman, 2311 N. Rutherford Avenue, Chicago, Illinois.

Capable young announcer-dj. Minimum experience. Willing to learn and work hard. Reliable. Salary unimportant. Will travel anywhere. Contact Jack Davis, 299 Cedar Street, Manchester, New Hampshire, National 2-2698. Call collect.

Henry Garcia wishes English/Spanish announcing job. Licensed, authoritative voice, single, 22 years of age. Prefer announcing on Texas area. 630 Medina St., Eagle Pass, Texas.

Technical

1st phone available immediately. Will relocate. Inexperienced, but able worker. Box 891P, BROADCASTING.

Maintenance engineer desires permanent position. Ten years experience am-fm. Box 892P, BROADCASTING.

1st phone with 6 hours college English, one year in radio (directional), one year in tv, and would consider slow break-in on announcing. Box 910P, BROADCASTING.

Production-Programming, Others

Experienced announcer, knows radio, desires part time/weekend work any capacity New York City. Box 804P, BROADCASTING.

Sportscaster—tv, radio, play-by-play, seven years experience. Top ratings. Seeking relocation in large market. Box 822P, BROADCASTING.

Reporter-newscaster—Responsible, complete coverage, professional delivery, now working, 8 years radio-newspaper experience, best references, college, car, interested radio and/or tv. Box 861P, BROADCASTING.

Experienced traffic girl wants opportunity to do some writing. Mature and efficient. College graduate. Good references. Box 900P, BROADCASTING.

I'm going nuts . . . in this town. Continuity-traffic man desires border town in Texas, New Mexico, Arizona, or California. Box 908P, BROADCASTING.

Continuity-traffic man employed in a small town wants out. Desires San Diego area or any lively border town where he can have fun. Box 911P, BROADCASTING.

East coast job sought by newsman. Experienced professional wants post with quality news operation. Box 921P, BROADCASTING.

Up-grade your staff. Assistant manager, program director, university trained, excellent references. Ten years board experience in news, promotion, air-work. Sales minded. Top flite announcer. Personal interviews in Florida. Box 922P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Midwest station or agency. Seasoned writer print and broadcast, available. Box 940P, BROADCASTING.

Experienced radio-tv news editor-announcer. Upper midwest preferred. David Gilstad, Baldwin, Wisconsin. Tel. 26F31.

TELEVISION

Help Wanted—Sales

Experienced man with proven sales ability to manage television sales of two stations. Excellent opportunity. Box 930P, BROADCASTING.

Announcers

Weatherman wanted for Florida station. Must be a meteorologist and have had television experience. Send photograph and voice tape along with complete personal background. Box 819P, BROADCASTING.

TV announcer with radio or tv experience. Preferably midwesterner. Send resume, tape, picture and salary requirements to Ed Weiss, WOI-TV, Ames, Iowa.

Technical

Growing small western concern needs able man with good electronic background and some tv station, microwave, and closed-circuit experience for planning, installing and servicing tv program facilities. Send complete record including references, expected salary, recent photograph. Box 623P, BROADCASTING.

South Florida vhf has opening for first class licensed engineer. The selected applicant will be trained for a maintenance position. Previous broadcasting experience not necessary, but a good technical background is a must. Box 906P, BROADCASTING.

Opening for engineer with first class license. Experience not necessary but tv schooling a must. Contact John Seide, Chief Engineer, KNOP, North Platte, Nebraska.

Wanted: 1 engineer with first class license. Experience not necessary. No phone calls. WINK-TV, Fort Myers, Florida.

ETV—Must have 3 years experience as studio maintenance engineer. Excellent position in newly expanded 100 kw plant. Employment by November. Send resume and phone number. Herb Evans, WTHS-TV, 1410 N.E. 2nd Avenue, Miami, Florida.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Assistant chief engineer or studio operations. Salary open. Prefer 2 to 3 years experience in maintenance. J. Smith, Chief Engineer, Box 840, Corpus Christi, Texas.

Production-Programming, Others

Good salary for radio-television newsman to gather and present news for single station television market in upper midwest. Photography useful. Send tape, pictures, all personal information to Box 802P, BROADCASTING.

Wanted in major west coast market: All-around tv promotion manager to handle publicity, sales promotion, merchandising, research, ad layout and copy, complete budget planning and execution. Salary commensurate with experience. Send complete resume, current photo to Box 917P, BROADCASTING.

Promotion manager for New England major market radio-television. Outline sales and program promotion experience. Box 938P, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV program manager available soon. Ten years film buying, programming, production and video tape experience. Box 901P, BROADCASTING.

Technical

Recent technical school graduate, first ticket, some experience as audio man for tv stations, 23 years old, vet. Box 747P, BROADCASTING.

Recent technical school graduate, first phone, 29, little experience but lots of determination, will consider any offer. Kurt Tretow, 266 Washington Avenue, Brooklyn 5, N.Y.

Production-Programming, Others

Comedy actor and writer. Entertainment and radio dj background would like opportunity with tv station. Box 679P, BROADCASTING.

Film director—six years in the business—worked from start, setting up film department. Reached top—wish to go further in the industry. Prefer Cincinnati area. Box 888P, BROADCASTING.

TV film buyer with major station available soon. Exceptional contacts. Box 902P, BROADCASTING.

Production manager-director: Married, B.A., M.A., 2½ years. TV experience, desires position requiring initiative. Box 920P, BROADCASTING.

Production assistant—College graduate, veteran, experience in New York City Motion Picture Company as assistant film editor. Resume upon request. Box 927P, BROADCASTING.

Looking for manager interested in employing hard-working, experienced operations-traffic-continuity manager. Ambitious. Accustomed to long hours. Want challenge-responsibility. Box 942P, BROADCASTING.

FOR SALE

Equipment

Collins 737A 5 kw fm transmitter Collins 5 ring fm antenna now in use. Make offer. Also have 400 ft. 1⅝" Andrew rigid transmission line. Box 460P, BROADCASTING.

Complete mobile tv studio equipment. Two vidicon studio camera chains, cables, tripods, 6 lenses, monitor, switcher, headphone, separate power supplies, sync generator and camera controls. Now operating as a completely equipped studio. $6000 cash. Original cost $18,500. Box 575P, BROADCASTING.

3 kw Western Electric 504B fm transmitter and some auxiliary equipment. Located midwest. Write for list. Box 878P, BROADCASTING.

Ampex stereo 350B-2P recorder, used 50 hours, $1300; 2 Marantz 1C preamps, like new, each $100; 2 American DR330 mikes, each $100. Box 893P, BROADCASTING.

One Magnecorder PT6J in portable case, $295. One Magnecorder F35B portable recorder, $135. Two Magnecorders PTS5J rack mount @$275 each. All units in excellent working condition. Available now. Write, call or wire KDNT, Denton, Texas.

5 kw transmitter Gates BC-5A complete with tubes and crystal in good operating condition. Currently on air at KYOK, Houston, Texas. Price $5900. Terms can be arranged. Available for immediate shipment. Stanley Ray, 505 Baronne St., New Orleans 12, La.

Two Ampex tape machines, 600 and 601. Perfect shape. Spare parts. $800.00 takes both. Contact T. R. Hanssen, WDVH, P.O. Box 289, Gainesville, Florida.

Heavy duty, 300 foot guyed tower, standing, 304 feet with beacon. Uniform triangular cross section, has base insulator. Strong enough to support side antenna. Excellent condition. WKAN, Kankakee, Illinois.

FOR SALE

Equipment—(Cont'd)

Video monitors. Closed circuit and broadcast. See Foto-Video Laboratories' ad today on Page 105.

250w transmitter. Western Electric 310A, tubes, spares, crated, ready to ship, excellent buy. $575. F. Stott, 4520 Belleview, Kansas City, Missouri.

WANTED TO BUY

Stations

Special advertising agency owner. Will purchase or lease station now losing money. Will show stations how to convert red ink to black. All replies confidential. Box 894P, BROADCASTING.

Equipment

Wanted: A 3, 5 or 10 kw fm transmitter, 88 to 104 mc band. Must be in good condition. Box 899P, BROADCASTING.

UHF low power tv transmitter and allied equipment for experimental purposes. Must be able to be licensed. Give full information in first letter. Box 923P, BROADCASTING.

We need a good, used console or consolette, frequency monitor, and peak limiter. If you have something good at a fair price, call or write. Max Harper, Radio Station WDAK, FAirfax 2-5447, Columbus, Georgia.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

Wanted . . . Western Electric crystal on 1400 kc for 301-B Western Electric transmitter. Nathan Frank, Box 1041, Henderson, N.C.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Oct. 28, 1959. January 6, March 2, 1960. For information, references and reservations write William B. Ogden. Radio Operational Engineering School. 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in six weeks. Resident classes November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

MISCELLANEOUS

Plan Christmas spot campaigns now. We write, voice, record custom commercials. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Miscellaneous

FUNNYPHONE

Radio's new and successful fun game! 13 entertaining weeks of instantaneous audience reaction. 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. For more details, write or wire:

SPECIALIZED PROGRAMMING SERVICES
Box 694P, BROADCASTING

RADIO

Help Wanted—Management

EXPERIENCED SALESMANAGER WANTED

Who can realize exceptional earnings at a top-rated midwest major market independent. If you're willing to work around the clock and personally and continuously solicit business—not just "supervise"—and if you can prove your ability through past performance and references—contact us immediately. Top earnings, stock options and fringe benefits available to right man. Please don't reply unless you have truly outstanding record.

Box 880P, BROADCASTING.

Sales

Broadcast Sales Engineer

Collins Radio Company has an immediate opening for a Broadcast Sales Engineer, midwest territory. Technical experience in Broadcast engineering essential. Sales experience helpful but not necessary. Salary open. Call or write R. M. Winston, Collins Radio Company, Cedar Rapids, Iowa.

Collins Radio Co.
Cedar Rapids Dallas Burbank

Announcers

One of the Outstanding Popular Music Stations

In the country would like to hear from you if you are a swinging disc jockey and would like to re-locate. Screamers need not apply. Good mature jockeys are our objective. We are located in a major market in the mid-western part of the nation. Send tape, photo, biography and salary expected to Box 907P, BROADCASTING.

Production-Programming, Others

SECURITY IN RADIO

Here's good news for married DJ's and Newsmen looking for a secure future. The Nation's newest radio chain is looking for air personnel.

Must be family men, able to work as a team. No stars, no prima donnas, no rock and roll!

Modern Good Music format ready to move into a major market of one million people. Send tape, picture, and complete resume to P.O. Box 8064, Albuquerque, New Mexico.

Help Wanted—(Cont'd)

Technical

CBS TELEVISION NETWORK

A Division of
Columbia Broadcasting
System, Inc.

Design Engineering Department has openings for engineers (non-operating) capable of accepting full responsibility for development and design of audio and video systems and facilities. Opportunity to progress in advanced technical fields related to video tape recording, large studio and network master-control systems, and the electronic aspects of film transmission and recording.

Degree of B.S. (or M.S.) plus 2 to 5 years electronic development & design experience required.

Send resume to:
Employment Manager

485 Madison Ave.
New York 22, N.Y.

RADIO

Situations Wanted—Announcers

There was an announcer from Philly
Who passed net auditions willy nilly.
But he won't rock and he won't roll;
Format radio can't buy his soul.
So he sits on his hands feeling silly.
(Non-format stations: don't be chilly.)

Box 914P, BROADCASTING.

Production-Programming, Others

AVAILABLE NOVEMBER 1st:

Mature newsman, ending association with dominant station in major midwestern market after six years. 15 years background broadcasting, college-trained journalist with key contacts in every field from politics to sports. Thoroughly versed all phases of LOCAL news-gathering and reporting. Can direct complete news operation. Exceptional ability as writer and analyst. Has covered every special event from tornado-approach to National Political Conventions. Good voice and lively personality. Authoritative delivery stems from KNOWING what IS news—WHEN. Family man, 34, veteran of both newspapers and radio. Has spurned television thus far but will take plunge when sufficiently motivated. Prefers post as morning editor. Can be had for "very little money" if working conditions and hours are right. (Please note clause following last conjunction!).

Box 890P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Still Watch Television?

THEN YOU KNOW . . .

Radio has never had a better chance to take a giant step than right now.
But I'm afraid radio is in mortal danger of shouting and bell-clanging itself right out of that chance!
And that's stupid . . .
Because radio can be responsible and realistic and aggressive . . .
And all at the same time.
If you think your radio station should stand for more in your community than a wet nurse for the pre-shave crowd . . .
If you agree . . .
The successful station is the station that shows it really cares about its image in the community . . .
Then maybe this will suggest a thing or two to you:

- *I have had genuine success in programming an outstanding station image in one of the nation's most competitive markets.*

I want to step up to:

- *One of the top 10 markets*
- *A group programming position*
- *A part-owner or equity arrangement*

Obviously, I'm not interested in:

Storz or McClendon or Bartell or Star.

And if, as you read this, you think I've eliminated everyone worth considering . . .

I'm not interested in you either.

Box 926P, BROADCASTING.

TELEVISION

Help Wanted—Technical

WFMY-TV, GREENSBORO, N.C.

Needs to add engineer with first class license. Must have television training or experience. Excellent working conditions, insurance plans, 40-hour week. Write Mr. Doyle Thompson, Chief Engineer, with full details on training, experience. Send photograph. This is a job for a man who wants a permanent situation.

WANTED TO BUY

Stations

WANTED TO BUY
Class "B" FM radio station.
in
New York City area.
All replies strictly confidential
Reply Box 571, Wheaton, Illinois

Miscellaneous

TONIC FOR TIRED SOUNDS

Laff lines. Everyone pre-tested on air by leading comedy D.J. Fresh. Funny. No re-hash. Enough for hours of programming, M.C., Personal appearances . . . $2. Address: Ho Ho House, 2422 East 68th St., Indianapolis, Indiana.

PERSONNEL SERVICE

Looking for . . .
QUALIFIED BROADCASTERS?
A BETTER JOB?
Employers and Applicants Contact
DISK JOCKEY
PLACEMENT CENTER, INC.
Agency Specializing in
BROADCASTING • ADVERTISING
PERSONNEL
TONY JAMES, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
TWX-N.Y.-1-4059
or Telephone WIsconsin 7-6322
(Enclose return postage with tapes)

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Engineers
- Disk Jockeys
- Copywriters
- News Directors
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

FOR SALE

Stations

Well developed property, kilowatt, limited hours, central Texas, recent development of area offers increased potential. Fifty-per-cent down. Give financial references. Owner, no broker.

Box 924P, BROADCASTING.

Bessemer, Alabama, Population 35,000. Single station market. 1450-250 watts full-time with application for one kilowatt. Reason for sale, owner buying property in larger market. Price $150,000—principals only. Owner will consider trade of smaller station. For full information call or write Gene Newman, % Radio Station WEZB, Dinkler-Tutwiler Hotel, Birmingham, Alabama. FAirfax 2-4641.

W. Coast	Single	500w	75M	terms
Car.	Single	1kw-D	45M	terms
Calif.	Single	250w-F	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Ariz.	Small	1kw-D	65M	terms
Iowa	Small	1kw-D	116M	terms
Mass.	Monop.	250w	135M	terms
Fla.	Medium	250w-F	250M	terms
Ala.	Medium	250w	160M	terms
Okl.	Medium	1kw-F	150M	terms
N.Y.	Medium	1kw-D	150M	terms
Gulf	Metro	1kw-D	100M	terms
Ala.	Metro	1kw-D	175M	terms
East	Major	Combo.	850M	terms

And Others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

Continued from page 113

BROADCAST ACTIONS

By Broadcast Bureau

Actions of October 9

KSRA Salmon, Idaho—Granted license for am station.

KFBC Cheyenne, Wyo.—Granted license covering installation new trans. as alternate main trans.

WEHH Elmira Heights-Horseheads, N.Y.—Granted mod. of license to change studio location and remote control point; waived Sec. 3.30 of rules to permit operation from main studio on Latta Brook Rd., Horseheads, N.Y., 0.5 miles east of trans. site.

WNOE New Orleans, La.—Granted cp to install new trans. at site of present trans. as aux. trans. (DA-2).

WOVE Welch, W.Va.—Granted cp to install new trans.

WAPI-FM Birmingham, Ala.—Granted cp to change ant. location; decrease ERP to 66 kw; increase ant. height to 1,000 ft., and make changes in ant. system.

KDES Palm Springs, Calif.—Granted cp to change ant.-trans. location; make changes in ant. (decrease height) and changes in ground system.

WKIS-FM Orlando, Fla.—Granted cp to decrease ERP to 5.5 kw.

WIBC-FM Indianapolis, Ind.—Granted mod. of cp to increase ERP to 17.5 kw; decrease ant. height to 160 ft.; change trans. and install new ant.

WHEO Stuart, Va.—Granted mod. of cp to change type trans.

KARA Albuquerque, N.M.—Granted mod. of cp to change trans. location.

WBRB Mt. Clemens, Mich.—Granted mod. of cp to make changes in DA system (increase height and side-mount fm ant. on center tower).

WKTJ Farmington, West Farmington, Me.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown. WINZ-FM Miami, Fla. to Jan. 1, 1960; KLUE (FM) Marshall, Tex. to Jan. 18, 1960; WUST-FM Bethesda, Md. to Dec. 31; WBOS-FM Brookline, Mass. to Oct. 31; KSTN Stockton, Calif. to Nov. 3.

Actions of October 8

KSAM Huntsville, Tex.—Granted involuntary assignment of license from estate of **M. B. Cauthen** to **Verla Cauthen.**

KAVE-TV Carlsbad, N.M.—Granted license for tv station.

***KUAT (TV) Tucson, Ariz.**—Granted license for noncommercial educational tv station.

Following stations were granted extensions of completion dates as shown: WBAY-FM Green Bay, Wis. to May 11, 1960; WMIL-FM Milwaukee, Wis. to April 18, 1960; WCSC-FM Charleston, S.C. to March 27, 1960.

Actions of October 7

KXLY-TV Spokane, Wash.—Granted assignment of licenses to **KELP Television Corporation** (main trans. & ant. & aux. ant.).

KVOA-TV Tucson, Ariz.—Granted assignment of license to **Alvarado Television Inc.**

KGRL Bend, Ore.—Granted assignment of cp to **C. E. Wilson** and **John H. McAlpine,** d/b as **KGRL Bcstrs.**

KTWO-TV Casper, Wyo.—Granted cp to change ERP to vis. 70.8 kw, aur. 35.5 kw; make changes in trans. and change studio location; ant. 1,400 ft.

Actions of October 6

KTRX (TV) Kennewick, Wash.—Granted involuntary assignment of cp to **Wayne Mayhan,** trustee in bankruptcy.

KLEN Killeen, Tex.—Granted acquisition of negative control by each **A. W. Stewart** and **Franklin T. Wilson** through purchase of stock from **Ladelle M. Drake** by licensee and retirement to treasury thereof.

WNNJ Newton, N.J.—Granted assignment of cp to **Sussex County Bcstrs. Inc.**

WWOW Conneaut, Ohio—Granted mod. of cp to change type trans. and specify studio location and remote control point.

License Renewals

Following stations were granted renewal of license: KGRT Las Cruces, N.M.; KHAT Phoenix, Ariz.; KOVE Lander, Wyo.; KPIN Casa Grande, Ariz.; KSEI Pocatello, Idaho; KSPR Casper, Wyo.; KSVP Artesia, N.M.; KURA Moab, Utah; KVNU Logan, Utah; KWHO Salt Lake City, Utah; KZUM Farmington, N.M.; KSHO-TV Las Vegas, Nev.; *KHBL (FM) Plainview, Tex.; KTFS Texarkana, Tex.; KPSO Falfurrias, Tex.; KILE Galveston, Tex.; KBYG Big Spring, Tex.; KBLT Big Lake, Tex.; KVIN Vinita, Okla.; KMLW Marlin, Tex.; KRBC Abilene, Tex.; KBOM Bismarck-Mandan, N.D.; KRIG Odessa, Tex.; KORC Mineral Wells, Tex.; KIRT Mission, Tex.; KTEM Temple, Tex.; WBRC Birmingham, Ala.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast station modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

CANADA

630 kc

CHLT Sherbrooke, P.Q.—5 kw, DA-1, unl., III. Now in operation.

710 kc

CJSP Leamington, Ont.—1 kw, DA-D, D, II. EIO 8-30-60 (PO: 710 kc, 0.25 kw DA-D).

860 kc

CHAK Inuvik, N.W.T.—1 kw, unl., II. EIO 8-30-60.

980 kc

CKNW New Westminster, B.C.—10 kw D, 5 kw N, DA-1, unl., III. EIO 8-30-60 (PO: 980 kc, 5 kw DA-1).

1240 kc

CKTS Sherbrooke, P.Q.—0.25 kw, unl., IV. Delete assignment.

1340 kc

CFYK Yellowknife, N.W.T.—0.25 kw, unl., IV. EIO 8-30-60.

1440 kc

CFCP Courtenay-Comox, B.C.—1 kw, DA-N, unl., III. Assignment of call letters.

CFWH Whitehorse, Y.T.—0.25 kw, unl., IV. EIO 8-30-60.

1290 kc

CKSL London, Ont.—10 kw D, 5 kw N, DA-2, unl., III. Delete assignment.

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From the SEC record

Following stock transactions by officers and directors of companies in radio-tv and allied fields have been reported by Securities & Exchange Commission. Sales, reported to SEC between Aug. 11 and Sept. 10 involve common stock unless otherwise indicated.

Allied Artists Pictures—Roger W. Hurlock acquired 200 shares for 18,300 total. Albert Zugsmith acquired 1,300 for 96,100 total. Mr. Hurlock also acquired 100 shares of 5½% preferred for 1,200 total.

American Broadcast—Paramount Theatres Inc. —Martin Brown acquired 100 shares for 100 total.

Ampex Corp.—Walter T. Selsted disposed of 3,500 shares leaving 375.

American Electronics—Glenn E. Ronk acquired 9,202 shares for 13,202 total.

Amphenol-Borg Electronics Corp.—Lester M. Grether disposed of 1,000 shares leaving 1,100 total.

Associated Motion Picture Industries—Douglas T. Yates disposed of 108 shares leaving 326.

CBS Inc.—Leon Levy disposed of 2,400 shares leaving 171,827.

Crowell-Collier Publishing Co.—R. Carl Chandler disposed of 500 shares leaving none. Flora E. Whiting disposed of 10,000 leaving 33,378.

Allen B. Du Mont Labs Inc.—Allen B. Du-Mont acquired 1,000 shares for 20,801 total.

Emerson Radio & Phono—Dorman D. Israel disposed of 1,000 shares leaving 3,510. Harvey Tullo acquired 1,823 for 6,975 total.

General Electric Co.—William S. Ginn acquired 1,817 shares for 8,168 total. George L. Irvine acquired 900 shares for 4,048 total. William A. Mann acquired 1,551 for 2,263 total. Charles K. Reiger acquired 2,657 shares for 6,991 total. Clarence C. Walker acquired 1,875 shares for 7,638 total. Glenn B. Warren disposed of 1,000 shares leaving 2,776.

General Tire & Rubber—Dan A. Kimball disposed of 1,000 shares leaving 4,930. E. Willard Lutz disposed of 200 shares leaving 100. M. G. O'Neil disposed of 250 warrants for common shares leaving 250.

Loew's Theatres Inc.—Tisch Hotels Inc. acquired 500 shares for 385,900 total. Arthur M. Tolchin acquired 1,200 shares for 1,300 shares.

Magnavox Co.—Richard A. O'Coonor disposed of 2,500 shares leaving 50,959.

Motorola Inc.—Arthur L. Reese acquired 200 shares for 400 total.

Nafi Corp.—M. K. Leahy acquired 200 shares for 810 total.

National Theatres Inc.—B. Gerald Cantor acquired 4,200 shares for 109,200 total. Oliver A. Unger acquired 2,500 shares for 8,500 total.

Paramount Pictures Corp.—Barney Balaban acquired 300 shares for 11,600 total. John Hertz acquired 1,000 shares for 2,000 total.

Philco Corp.—Profit sharing plan disposed of 143 shares leaving 454,338, and acquired 330 shares of 3¾% preferred series A for 9,310 total.

RCA—George H. Brown purchased 100 shares for 195 total. Ralston H. Coffin acquired 100 shares for 400 total. Frank M. Folsom disposed of 608 shares leaving 10,023.

Raytheon Corp.—David R. Hull disposed of 500 shares leaving 3,650. N.B. Krim disposed of 500 shares leaving 3,950.

Reeves Soundcraft Corp.—Hazard E. Reeves disposed of 8,000 shares leaving 259,159.

Warner Bros. Pictures—William T. Orr disposed of 500 shares leaving 16,400.

Westinghouse Electric—Tomlinson Fort acquired 500 shares for 2,029 total. James H. Jewell acquired 1,450 shares for 1,450 total. A. Waits Smith disposed of 1,200 shares leaving 815. C.S. Weber acquired 300 shares for 500 total.

Newest Russian discovery —RAILROADS!

What country's railroads handle the world's heaviest freight volume? Those of the United States?

Sorry. The correct answer is Soviet Russia. In 1958, Russia's railroads moved more freight more miles than U. S. railroads ever handled in any one year.

In a great railroad improvement program, the Russians have followed progressive U. S. railroad techniques. Among them are Dieselization . . . train radio . . . welded rail . . . even TV and radar in yard operations. And hundreds of miles of new line are built each year.

* * *

Meanwhile, in the United States, with the most efficient railroads on the globe, the picture is far less bright.

Here, railroads suffer from restrictive public policies. They are burdened with discriminatory taxation — while their competition uses highways, waterways and airways built and maintained by the government. They are frequently denied the right to make competitive rates, or to provide a complete transportation service.

Why this extraordinary contrast? In Russia, railroads are recognized as the most productive form of mass transportation, with the lowest true costs. In America, public policies ignore this basic truth.

* * *

American railroads ask no special or favored treatment, nor do they have any quarrel with their competition. All they ask are fair play and *equality of treatment*. Earnings could then be sufficient to enable the railroads to provide the traveling and shipping public with the benefits of free and equal competition.

When America's railroads are free from the strangling grip of the restrictions that now bind them, we, too, will make the best use of our railroads — our nation's greatest transportation asset.

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OUR RESPECTS TO . . .

Harold Otto Grams

Network radio affiliates can hardly afford to ignore some of the new programming patterns that have evolved in independent radio broadcast operation, in the opinion of Harold O. Grams, general manager of KSD-AM-TV St. Louis. Although many network am affiliates look upon some of the new programming methods with skepticism and outright disfavor, the feat of keeping a sizable audience and showing a clear profit in competition with some independents can be a tough row to hoe, he admits.

A product of the programming ranks (and protege of the late George Burbach, former head of the NBC-affiliated stations), he frankly admits the *Post-Dispatch* radio outlet is in the transition stage. Mr. Grams succeeded Mr. Burbach upon the latter's retirement Jan. 1, 1958.

"We feel a pride in our operation, and are particularly proud of providing a service to the community. Any dedicated broadcaster likes to feel he's doing a worthwhile job, and we're no different," Mr. Grams says.

"We have tried to adapt ourselves to changes without resorting to hypo and razzle-dazzle techniques," he acknowledges.

"The problem of a network affiliate is to find a service that will claim a large audience and yet permit a profitable operation."

(Some of these affiliate problems, including changes in network programming operations, were canvassed Thursday [Oct. 15] in New York at a meeting of the NBC-Radio Network Affiliates Advisory Committee.)

Diehard • Harold Otto Grams has been meeting (and solving) problems like these ever since he started as a summertime announcer for WOC Davenport, Iowa, in the mid-1930s. One day he was sent to do a man-on-the-street interview and promptly got into hot water. Over the air an old gentleman told him blithely: "I know something about Abe Lincoln you don't know." Asked the young announcer: "What's that?" Said the old gentleman: "He was a b———." Young Grams quickly ended the interview and returned to the studio, figuring his career was ended. Instead his employers told him to screen interviewees more carefully in the future.

Actually, Hod Grams' entry into broadcasting was completely by accident. A native of Rock Island, Ill. (born Jan. 14, 1914), he wanted to pursue a legal career. An oustanding prep football star at Rock Island High School, he attended St. Ambrose College in Davenport on an athletic scholarship at the urging of a school friend from Georgetown U. in Washington. For 3½ years he took pre-legal work and dug ditches during the summer, a job that during depression years placed a high premium on qualifications.

He took on a part-time chore handling a General Motors display at a local automobile show and delivering lectures on the new wonders of "knee action" claimed for the new Chevrolet models. A representative of WOC caught his pitch and invited him to audition for a part-time announcer's job. He became a regular staffer in 1936 and next year moved to WHO Des Moines (like WOC, owned by the B. J. Palmer interests.)

News and Sports • In 1938 he joined KSD, specializing in news and sportscasts (boxing, baseball and football, including U. of Illinois, Missouri and Notre Dame games). During World War II (in 1943) he was appointed program manager. When KSD-TV went on the air as St. Louis' first television station on Feb. 8, 1947, he also took over those programming reins. (Among his announcing chores: Winston Churchill's famous "Iron Curtain" speech in Fulton, Mo.; the Joe Louis-Billy Conn heavyweight championship fight, and the U. of Illinois-UCLA Rose Bowl classic.)

KSD-AM-TV's GRAMS
He found honesty about Abe

Now a 25-year veteran in broadcasting, Mr. Grams naturally found it difficult to fill the shoes of the late Mr. Burbach (like Walter Damm, retired vice president and general manager of the *Milwaukee Journal* stations, WTMJ-AM-TV, an almost legendry industry figure). But the operation of KSD and KSD-TV have remained fairly stabilized within the framework of the *Post-Dispatch* policies the past 22 months. Mr. Grams also is a member of the Pulitzer Publishing Co. board of directors.

While radio's problems have been compounded by the upsurge of independent stations, local business is better now than it's been in many years, according to Mr. Grams. And there are plans in the works for improved radio service, complementing KSD's already solid position in news (with a 10-man news staff and a staple of 15-minute newscasts) and other programming areas. Says Mr. Grams: "There's been a continuing change radiowise because of the very nature of the market."

Heavy on Radio • As a result, he's been spending more time on radio operations lately. The problems are less complex in television; KSD-TV has been holding its own as an NBC-TV affiliate against competitors in terms of audience share claims, on the basis of recent ratings reports.

Mr. Grams is a member of the NAB Labor Committee and the NBC Television Affiliates Committee (he once served on the NBC radio affiliates group). He also belongs to the St. Louis Advertising Club, serves on the Media Club board of directors and is a member of the Washington U. Council public relations committee.

Still a sports enthusiast, Hod Grams plays on the KSD-AM-TV softball team. His weight is well distributed over a 6-foot-2-inch frame that betokens his participation in athletics. For relaxation he plays gin rummy, fishes and hunts ducks with Dan Fitzpatrick (*Post-Dispatch* editorial cartoonist) in the Ozarks and parts of Minnesota. For many years he and Roy Stockton, now retired *Post-Dispatch* sports editor, conducted a sports interview-commentary on KSD. (Together, they did the first baseball telecast in St. Louis in 1947.)

Mr. Grams married a hometown girl, Florence Lippens. With their four children (Peter, 19; Hal, 16; Jon, 14, and Susan, 5), they live in Glendale, a St. Louis suburb.

EDITORIALS

Exposure meters

"IT's the medium that afforded an excellent exposure at a low cost."

That's why Nationwide Insurance Co. has signed up for a radio network documentary series, as explained by its agency, Ben Sackheim, in these pages a week ago. In deciding to put its money into *The Hidden Revolution* (CBS Radio), Nationwide didn't have to depend on blind luck. It sponsored a similar series last year; its satisfaction is reflected not only in the renewal but in the fact that this year it is expanding the series.

While Nationwide and many another advertiser are enjoying the benefit of radio's "excellent exposure at low cost," a station out in Spokane has demonstrated why this benefit exists in the first place. KREM in that city commissioned a survey. Station officials, reading the results, may have flinched a bit on seeing how many people said they never turn on the radio to listen to a news program. But their eyes must have brightened when, after reading on, they discovered that by all odds the biggest single group could hardly be expected to turn on the radio for any such specific purpose—because their radio sets are turned on most of the time anyway.

That's where radio's "excellent exposure" comes from—millions of places where radio is in almost constant use, wherever people go. This is no startling discovery, just fresh evidence that for Nationwide or anybody else with something to sell, radio is the insurance with the lowest premiums and the broadest coverage.

A tragedy of errors

THE MAN whose job is least to be envied is Lou Hausman who went to work last week as the director of the new Television Information Office.

Mr. Hausman was hired to repair television's image. Between his hiring and his reporting for work, the House Oversight Subcommittee discovered television quiz shows. Mr. Hausman must now feel as though he had unwittingly accepted the job of touching up Mount Rushmore just as an atom bomb landed in Theodore Roosevelt's mustache.

The damage already inflicted by the House committee is severe enough to leave lasting scars. And there is more to come. It would take a stronger man than Chairman Oren Harris to kick the habit of publicity after taking it in such massive doses. The effects of the television quiz scandal are only beginning to be felt.

The pity is that the scandal was permitted to develop. It could have been contained before it got out of hand. There is at least historical value in recalling the principal events that led to the current hearings.

In the summer of 1958 a grand jury in New York began taking testimony from quiz show participants who said they had been coached. The testimony was secret, but newspapers got enough information from the witnesses to play the story prominently well into the autumn.

As the investigation—and the publicity—continued, the networks took some quizzes off the air and made some efforts to regain control over those remaining. The story petered out.

Months later—in June 1959—the grand jury submitted a presentment to the court. It could find no criminal action for indictment. The presentment was said by the jury foreman to constitute a record of quiz rigging which, while not illegal, raised serious ethical questions about the conduct of quiz shows. The judge sealed the presentment but agreed to entertain arguments for its release.

The only argument for release was entered by Dist. Atty. Frank S. Hogan. Two arguments in favor of keeping the presentment sealed were submitted by two associations of New York lawyers. The presentment was kept sealed.

At the time, this magazine urged the release of the grand jury's report. It was our view that a sealed presentment based on testimony of witnesses who had proved to be loquacious was a time bomb that would eventually explode. Far better to air out the report and correct whatever imperfections it disclosed than to cherish the foolish hope that nothing would come of it if it were ignored.

The House committee has developed no new information of significance. The shows it has investigated were the shows the grand jury investigated; the witnesses the House committee has heard were heard a year or more ago. The House committee has merely made public the information that was locked up in New York, and it has done so in a way to achieve maximum publicity.

It should not surprise telecasters that the re-run of the quiz investigation provoked so strong a public reaction. Television, more than any other medium, occupies a position of intimacy in the public's personal lives. When the audience hears that a favorite quiz show has been rigged, it reacts as a wife does when she catches her husband pinching a blonde. The act may not be illegal or even immoral, but it raises doubt.

Politicians are canny enough to recognize that because of television's unique position of intimacy with the public, a stir of publicity can easily be raised by a showing of even minor derelictions. Television must accept the fact that it will be the target of political gossips, and it must conduct itself in a way to minimize its vulnerability.

Drawn for BROADCASTING by Sid Hix

"It's quite a repair job. I'll have to take your station back to the shop."

The Selling Sound From Signal Hill

Less than a year ago, WDAF announced The New Sound From Signal Hill—a solid new radio sound dedicated to better listening for our audience and better results for our sponsors.

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